Miller Lite Tap the Future®

Turning Daydreams into Day Jobs

Miller Lite is championing entrepreneurship, helping business owners 21 and older take their businesses to the next level with Miller Lite Tap the Future®, a business competition that provides entrepreneurs an opportunity to compete for a prize pool of more than $300,000.

Entrepreneurs also will present to and receive advice from the sharpest business minds, such as Daymond John from ABC’s *Shark Tank* and other inspirational entrepreneurs.

Miller Lite Tap the Future® consists of three phases:

**PHASE 1**

**2015 National Launch**

From February 6 through April 10, 2015, entrepreneurs will be able to submit their business information through MLTaptheFuture.com.

**PHASE 2**

**Live Pitch Events**

Thirty semifinalists will be selected to compete in live pitch events in Atlanta, Dallas, Detroit, Los Angeles, Miami and Philadelphia. Daymond John and a panel of inspirational judges will select one business in each city to win $20,000 and advance to the national finals.

**PHASE 3**

**National Finals**

The top six winning teams from the live pitch events will present before a national panel of judges in Chicago at a closed-door session. One team will win the grand prize – a $200,000 business development grant.

**Live pitch event judges:**

- **Daymond John** is an entrepreneur, industry pioneer and highly regarded marketing expert who has evolved from one of the most successful fashion icons of his generation to a highly sought-after branding expert, author, consultant and speaker. John’s passion for music and fashion led him to create FUBU (“For Us By Us”), one of the most iconic fashion brands in recent years that established the untapped urban apparel space. Furthermore, Daymond grew up in the community of Hollis, Queens, which was an incubator for hip hop stars. With acts such as RUN DMC, Salt-N-Pepa and LL Cool J rapidly making names for themselves, John was surrounded by people who gave him the inspiration to create a clothing line. In 2009, John joined the cast of the ABC entrepreneurial business show, *Shark Tank*, from acclaimed TV producer Mark Burnett. As one of the “Sharks,” Daymond and four other prominent executives listen to business pitches from everyday people hoping to launch their company or product to new heights. Follow Daymond on Twitter [@TheSharkDaymond](http://twitter.com/TheSharkDaymond).
The judges who will sit on the panel alongside “The Shark” at the live pitch events are a team of business co-founders who previously won a MillerCoors business grant:

- Sulaiman “Su” Sanni and Ben Lamson of WeDidIt will sit on the panel as inspirational judges. The passion to change the world by solving big problems is what drives Sanni and Lamson. Inspired by helping those who needed it most, the two friends decided to start a tech company that helps nonprofits raise funds. After collaborating with more than 100 organizations, the young team built a web tool, WeDidIt, which makes fundraising easy for staff and supporters. The duo are 2012 winners of a MillerCoors business grant.

Four judges will sit on the panel at each live pitch event. In addition to the judges listed above, one judging position will be reserved for a local entrepreneur or business expert in each city.

Finalist Judges
Our national judging panel comes from a variety of disciplines and backgrounds, all with a critical eye to assess a small business from their area of expertise. The Miller Lite Tap the Future® national judging panel will preside over the final round and features:
- Leslie Anderson – Regional vice president and SVP at BMO Harris Bank
- Luis Barajas – Financial expert and journalist
- Joe Dwyer – Venture investor, entrepreneur and Kellogg MBA professor
- Mark Ferguson – Small business and economics expert
- Bill Imada – Chairman & CEO at the IW Group
- Tennille M. Robinson – Senior content and event producer at Inc. Magazine
- Juan Solana – Senior consultant, marketing analytics, Nielsen
- Matt Sapaula – Financial coach at The Money Smart Guy
- Dr. Igwe E. Udeh, PhD – Professor of business and dean of the college of business and public administration at Southern University at New Orleans

Miller Lite also partners with BMO Harris Bank, which will provide a team of business experts to serve as preliminary judges. In addition, Miller Lite works with key community partners that will serve as a valuable reference resource to contestants. Some organizations include the United States Hispanic Chamber of Commerce, Milwaukee Urban League, Chicago Urban League, Urban League of Greater Dallas and North Central Texas, and the Florida State Hispanic Chamber of Commerce.

Miller Lite Tap the Future® launched in 2013, giving entrepreneurs the chance improve their business acumen and elevate their businesses.

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