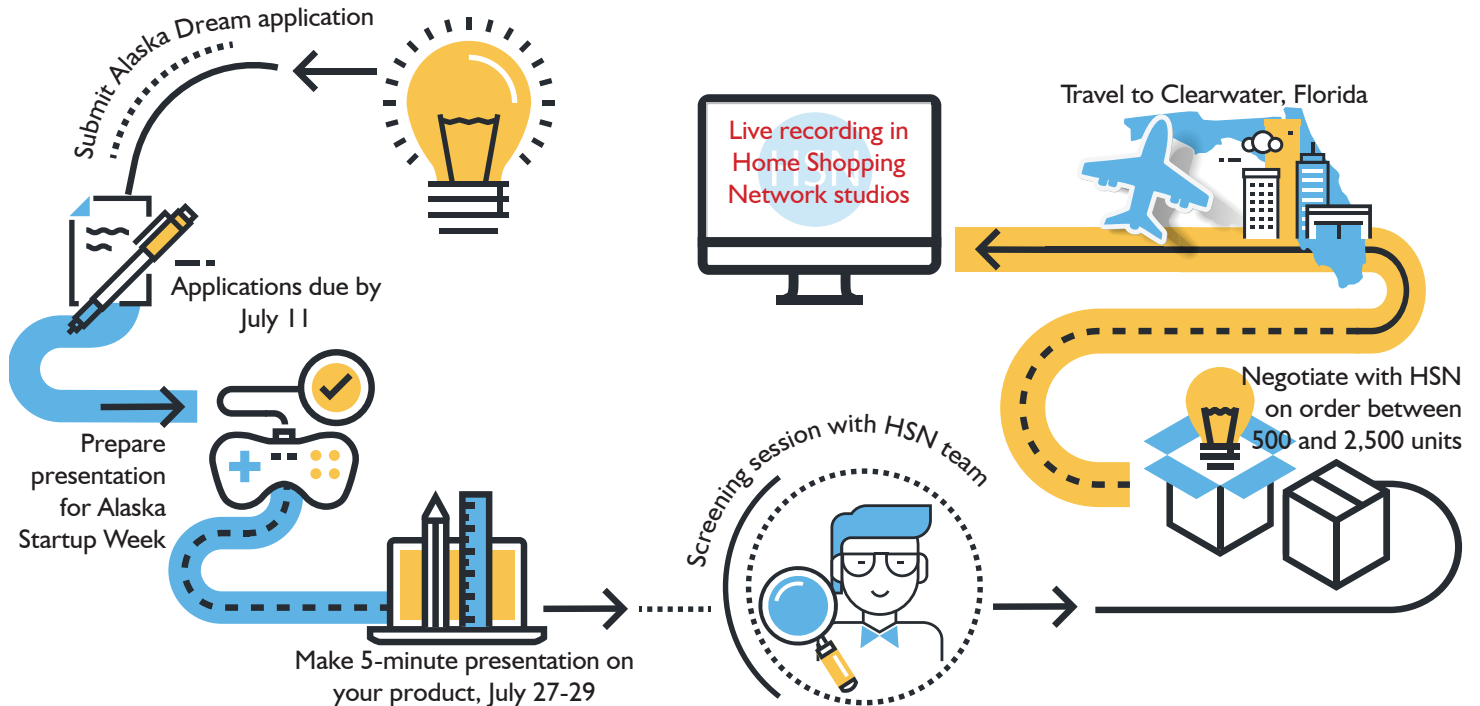


Alaska Dream Machine

A unique opportunity for international product exposure

The Home Shopping Network (HSN) has begun airing a new show, designed to feature entrepreneurs and their products.*



How do I apply?

Submit your Alaska Dream Application online (<http://bit.ly/AmericanDreamsAlaska>) or email to kdodge@alaska.edu by July 11. Teams in Fairbanks, Anchorage and Juneau will review applications and invite businesses to make a 5-minute presentation during Alaska Startup Week.

Successful businesses will be invited to a screening session with the HSN team and the business owner(s). The HSN team will provide feedback and suggestions about the appropriateness and readiness for television airing.

What if I'm selected?

Businesses selected by HSN must be able to fill an order for 500 - 2,500 units (negotiated with HSN) and travel (at owner's expense) to Clearwater, Florida, for training and rehearsal one day prior to recording in HSN studios.

Winning business will have:

- Access to an international audience
- Exposure not typically available to early-stage enterprises
- Television production, air time and professional high-profile TV hosts
- A video of his or her time on American Dreams

*HSN "American Dreams" segment featuring Salt Lake SCORE client, SafSounds: www.youtube.com/watch?v=xdb1LVO_ktk

Home Shopping Network:

- Reaches 96 million households
- Demographic is 52-year-old women and the gifts/purchases they might make for their husbands, parents, friends, adult children, grandchildren, other family members, etc.
- \$19.95 is the sweet spot, but items have sold successfully up to pricing of \$999 each.

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