2027 CU Spark Tank
Competition Application

Chapter:

Application Instructions: Please complete one application per competition entry, whether participating individually or as a team. Teams must consist of 2-4 eligible young professionals employed by the same MCUL-affiliated credit union. Completed applications should be submitted to Andrea Tucker at andrea.tucker@mcul.org.

SECTION 1: Participant & Credit Union Information

Credit Union Name:

Participation Format: ☐ Individual ☑ Team

Total Number of Participants: ☐ 1 ☐ 2 ☑ 3 ☑ 4

Primary Contact Name:

Primary Contact Email:

Primary Contact Phone:

SECTION 2: Team Concept Overview

Proposed Idea, Product or Service Name:

Briefly describe the problem or opportunity you wish to address and your proposed solution.

Who would benefit most from your proposed solution? *Select all that apply*

- ☑ Credit Union Members
- ☑ Credit Union Employees
- ☑ Credit Union Itself (internal)
- ☐ Businesses
- ☐ Local Communities
- ☐ Other:

SECTION 3: Participant Information

Please provide information for each participating individual. Individual entries should complete Participant 1 only. Team entries should complete the information for all participating team members. All participants must meet CU Spark Tank eligibility requirements.

Participant 1

- Full Name:
- Preferred Pronouns (optional):
- Date of Birth (MM/YYYY):
- Professional Title:
- Year Joined Credit Union:
- Work Email:

Participant 2 (if Applicable)

- Full Name:
- Preferred Pronouns (optional):
- Date of Birth (MM/YYYY):
- Professional Title:
- Year Joined Credit Union:
- Work Email:

Participant 3 (If Applicable)

- Full Name:
- Preferred Pronouns (optional):
- Date of Birth (MM/YYYY):
- Professional Title:
- Year Joined Credit Union:
- Work Email:

Participant 4 (If Applicable)

- Full Name:
- Preferred Pronouns (optional):
- Date of Birth (MM/YYYY):
- Professional Title:
- Year Joined Credit Union:
- Work Email:

SECTION 4: Development, Collaboration & Contributions

How do you anticipate developing your proposed solution?

Briefly describe how you plan to incorporate research, feedback, collaboration, and different perspectives into the development of your idea. This may include engaging colleagues, mentors, credit union leadership or other relevant stakeholders.

For Team Entries Only:

Briefly describe each team member's anticipated role or contribution to developing your proposed solution. Examples may include research, member experience, financial analysis, operational planning, implementation, presentation development or other responsibilities.

Team Member	Anticipated Role/Contribution
1.	
2.	
3.	
4.	

Why is your team interested in participating in CU Spark Tank 2027?

Briefly share what your team hopes to gain from the experience.

SECTION 5: Credit Union Leadership Contact
Please identify a supervisor or credit union leader who is aware of and supports the your participation in CU Spark Tank.
Name:
Professional Title:
Email:

SECTION 6: Eligibility & Participant Acknowledgement
By submitting this application, the participant(s) confirm the following: ☑ This entry consists of either one individual or a team of 2-4 young professionals. ☑ All participants are between the ages of 18 and 40 as of May 1, 2027. ☑ All participants are employed by an MCUL-affiliated credit union. For team entries, all team members are employed by the same credit union. ☐ Our credit union is submitting only one entry to its chapter-level CU Spark Tank competition. ☐ All participants understand that meaningful participation, ownership and collaboration are expected throughout the competition. ☐ All participants agree to adhere to the rules, requirements and submission guidelines outlined in the 2027 CU Spark Tank Competition Manual. ☐ All participants understand that participating may include advancing to the virtual statewide semi-finals on April 28, 2027, and, if selected, the live finals at ACE27 in Grand Rapids in June.
Primary Team Contact Signature:
Date:

Important Competition Information

The 2027 CU Spark Tank challenges young professionals to develop innovative ideas, products or services that could strengthen credit unions and the members, businesses and communities they serve.

Participants may compete individually or as part of a team. All entries will follow the same competition requirements, submission guidelines and judging criteria.

In addition to a seven-minute pitch, participants will be required to develop a Member/Business/Community Impact Hypothesis, Implementation Roadmap, and Development & Collaboration Statement, as part of the competition.

Individual participants must deliver their own formal presentation. For team entries, at least two team members must participate in the formal presentation. All participants are expected to contribute meaningfully to the development of the proposed solution and be prepared to participate in judge Q&A as applicable.

Please refer to the 2027 CU Spark Tank Competition Manual for complete competition rules, requirements and judging criteria.

Submission Contact

Andrea Tucker
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andrea.tucker@mcul.org

For additional program details, visit www.mcul.org/CUSparkTank