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## North Alabama’s “Shark Tank”-Style Competition Now Accepting Applications

**FLORENCE, AL** – The Singing River Trail Launch Tank competition is celebrating a milestone moment in 2026. Launch Regional Partnership, in collaboration with Singing River Trail, is now accepting applications for the fifth annual Singing River Trail Launch Tank, marking five years of championing North Alabama entrepreneurs through this event.

Since its inception, Singing River Trail Launch Tank has grown into one of North Alabama’s most anticipated entrepreneurship events, connecting bold ideas with real opportunity. This “Shark Tank”-style competition gives local founders the chance to pitch their business ideas live and compete for up to \$25,000 in cash and prizes.

“Reaching our fifth anniversary is a powerful reminder of what’s possible when you invest consistently in entrepreneurs and believe in the potential of this region,” said Jim Page, Interim Executive Director of Launch Regional Partnership. “Alabama is an incredible place to start and grow a business, and this competition proves that year after year. This milestone reflects our commitment to entrepreneurs, but we’re not stopping here. Launch Regional Partnership has big plans to build on this momentum and continue supporting innovators across North Alabama for many years to come.”

Finalists will present their pitches at Singin’ River Live in Florence, Alabama on April 21, 2026. The selected entrepreneurs will not only compete for non-dilutive funding, but will also receive tailored connections to regional programs, mentors, and resources designed to support their long-term growth.

“This fifth year feels especially meaningful,” said Misti Potter, Executive Director of Singing River Trail. “Singing River Trail Launch Tank has become a celebration of collaboration, creativity, and regional pride. Hosting the event in Florence this year underscores how this competition continues to grow and evolve. It’s a testament to what North Alabama can accomplish when communities come together.”

Applications are open to residents or individuals who work in Colbert, DeKalb, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marshall, or Morgan counties.

Singing River Trail Launch Tank 2026 Key Dates:

- January 12 - Applications Open
- February 1 - Event Registration Opens (Only 200 spots available)
- March 22 - Applications Close
- April 7 - Finalists Announced
- April 21 – Singing River Trail Launch Tank Event at Singin’ River Live (Florence, AL)

Winners will be announced live at the event. To apply or reserve a seat to attend, visit [launchtnvalley.org](http://launchtnvalley.org).

**About Launch Regional Partnership:** Launch Regional Partnership is a 501(c)(3) non-profit working to strengthen the North Alabama region through entrepreneurship, land use, and workforce initiatives. Created in 2014, the non-profit is

united by the belief that our region's prosperity depends on North Alabama counties working and planning together, committed to fostering regional economic growth and an enviable quality of life for all our residents.

**About Singing River Trail:** Established in 2018, [Singing River Trail](#) is a 200+ mile greenway system that strengthens regional bonds and creates new health and wellness, educational, economic, tourism, and entrepreneurial opportunities for the people and communities in the Tennessee Valley region.

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