



Revenue Verification

Sam Houston applicants will be ranked by percentage of compound annual growth in sales or revenue (net of returns) for the periods 2022, 2023, and 2024.

To ensure the integrity and credibility of the ranked list, an independent accounting firm, Whitley Penn, confidentially manages all applicant financial information. Financial information will never be shared with Sam Houston State University, the SHSU Alumni Association, or personnel; published or made public. As such, no parties will enter into a non-disclosure agreement. Whitley Penn reserves the right to request further documentation to verify the revenues reported in this form.

Reminders

- All applicants must be an alum of SHSU and be a founder, owner, CEO, or C-suite level employee.
- The company must have been in continuous business for three years or more as of December 31, 2024.
- The company must meet the minimum requirement of \$100,000 or more annually for each year.
- We strongly recommend that you review the criteria, revenue requirements, and FAQ on [SHSU.EDU/79](https://shsu.edu/79) before you begin.

Revenue is defined as:

- The total amount of income generated by the sale of goods and services related to the primary operations of the company.
- Net sales, or sales less returns and discounts for the prior three calendar years (2022–2024); or fiscal years ended on or before December 31, 2024.
- For professional service companies, use net revenue (gross revenue less refunds or credits).
- Businesses should provide revenue figures utilizing a consistent method of accounting for all three fiscal years (accrual or cash basis).
- Net revenue should not include expense reimbursements, PPP loan proceeds, provider relief funds, shuttered venue grants, employee retention credit proceeds, and any other proceeds unrelated to normal operations of the company.
- Other items which will not be considered as revenue include investment income, interest, dividends, gains/losses on the sale of assets, etc.
- If the business reports revenues in foreign currencies, the applicant must submit revenues in the native currency (prior to any foreign exchange rate conversion).

The preferred and easiest way to provide financial/revenue information is to complete this form.

- All fields except signatures must be typed in and saved.
- **Use Adobe or other processes to fill and collect electronic signatures or if you prefer, print, sign, save, and scan the pdf to include the signatures.**
- Incomplete forms will not be considered.

The company must complete 3 steps to successfully apply.

1. Complete the Sam Houston 79 Application Form.
2. Complete all sections of the Revenue Verification Form, sign and save it. Please insert your company name when saving the form. Ex: Revenue Verification Form_Jones Financial.pdf
3. **Email the completed Revenue Verification Form to SamHouston79@whitleypenn.com by 11:59 p.m. CST, July 31, 2025.**



Revenue Verification

PLEASE PROVIDE ALL THE INFORMATION REQUESTED BELOW.

Company

Company Name (as it appears on Sam Houston 79 application):

Company Name (as it appears on financial or tax records):

Founded _____

Applicant / Leader

First Name _____ Last Name _____

Current Job Title (as it appears on application form) _____

Preferred Email (as it appears on application form) _____

Preferred Phone Number (as it appears on application form) _____

Sam Houston College _____ EID (if known) _____

Graduation Year _____ Degree _____

Annual Revenues

When reporting annual revenues, be precise down to the dollar (e.g., \$275,814), and note they must meet the minimum requirement of \$100,000 or more annually for each year. (Numbers only)

Revenues for 2022:

Revenues for 2023:

Revenues for 2024:

\$ _____ \$ _____ \$ _____

Affirmation

I have completed the Sam Houston Application Form and Financial Revenue Verification Form and attest that the information is correct, accurate, and complete.

Signature (applicant/Bearkat leader)

NEXT PAGE: Co-signatory

Co-Signatory Affirmation

This form must be co-signed by one of the professionals listed below to verify the above information is accurate. The co-signatory may work at the applicant firm or be independent of it as long as their credentials are current and in good standing.

I hereby affirm that the revenue figures stated above are verified and accurate based on the applicant's most recent tax returns for the years 2022, 2023, and 2024. I also affirm the company has been in business for at least three years.

Verifier Name _____ Name of Verifier's Firm _____

Verifier Email _____ Verifier Phone Number _____

Certified Public Accountant License # _____ State, Territory, or Country _____

IRS Certified Enrollment Agent License # _____ State, Territory, or Country _____

Chartered Financial Analyst License # _____ State, Territory, or Country _____

Certified Management Accountant License # _____ State, Territory, or Country _____

Attorney State Bar License # _____ State, Territory, or Country _____

Verifier Signature _____ Date _____

If you are unable to attain the Co-Signatory Affirmation, but would still like to apply, you are required to follow the steps below:

1. Complete the Revenue Verification Form up to the co-signatory section, sign and save.
2. Email the saved form along with **one of the following** to verify revenues (net of returns) by 11:59 p.m. CT, July 31, 2025. **Email address: SamHouston79@whitleypenn.com**
 - Audited or reviewed financial statements by an external CPA firm (i.e., auditor's signed opinion letter attesting to revenue) for the years 2022, 2023, and 2024. Company revenues cannot contain W2 or Statutory Employee income.
 - Page one of the company's signed U.S. Income Tax Return for each year (indicating total business revenues) from for the years 2022, 2023, and 2024. Company revenues cannot contain W2 or Statutory Employee income.