



Youth Entrepreneurship Competition

Interested in starting or expanding your own business? Want \$500 to jumpstart the process?

By completing this application packet, you will have started building a simple business plan that will help you explain and organize your business concept.

Rules:

- Applicants must be enrolled in a high school within Hamilton County.
- All written work must be completed by the applicant.
- Submissions are due by November 6, 2009, and may be mailed to or dropped off at CreateHere (55 E. Main Street, Chattanooga, TN, 37408) or emailed to springboard@createhere.org.
- Submissions will be judged on the content of the business plan/presentation: accurate financial projections, overall creativity, and how you would use the \$500 prize.
- Finalists must be prepared to make a 5 to 10 minute presentation of their business plan before a panel of judges on November 10th -12th in order to be eligible for the prize.
- The \$500 prize must be used for building your business. This can include the purchase of an asset (i.e. lawn mower, cleaning equipment, etc.), raw materials, necessary training, marketing, etc.

If you have any questions, please contact Bijan at bijan@createhere.org or call 423-648-2195.

Please complete ALL of the following information.

All sections must be completed. You may write your responses on this packet or type them separately.

Step 1 - Provide your general information:

Name: _____
Date of Birth: _____
School: _____
Telephone Number: _____
Email Address: _____

Step 2 - Give a brief description of your business:

Name of Business: _____
Business Location: _____
Products or Services: _____

Mission Statement (what your business will do):

Step 3 - Describe your target market:

Describe the demographic of your "Target Market," or the specific group of customers to whom you are planning to sell your product or service (i.e. age, gender, income level, etc.):

Step 4 - Describe how you will attract customers to buy your product or service:

Step 5a - Describe what your monthly cost is expected to be:

Step 5b - Describe what your monthly income is expected to be:

Step 5c - Explain what you will do with the \$500 and how this money will help expand your business:

CONGRATULATIONS!

SpringBoard would like to congratulate and thank you for completing this business plan. Now, if you are chosen as a Finalist, your last step will be to prepare a presentation of your product or service. It should be 5 - 10 minutes in length and will be presented for a panel of judges compiled by the SpringBoard staff.

This is your chance to really show your creativity! You may use a Powerpoint presentation or use props to demonstrate the use of your product. However, do not limit yourself to just these two options. It is 100% up to you.

For any questions about this packet, the presentation or the contest in general, contact Bijan via the CreateHere office at [423.648.2195](tel:423.648.2195) or bijan@createhere.org.

About Us

SpringBoard is a resource hub for Chattanooga-area entrepreneurs. Mentored application of strategic tools and resources, solid peer-to-peer networks, and access to expert advice. SpringBoard helps businesses and non-profits keep moving forward with confidence. To learn more about SpringBoard's Business Planning Course and the SWIM Series, please visit www.createhere.org.

