

2012 BLUFFTON CENTER FOR ENTREPRENEURS
BUSINESS PLAN COMPETITION

Program Goals:

- Spur local entrepreneurs to put their ideas into action
- Teach participants to write a business plan that will help start a new business or improve an existing one
- Give financial support to three new businesses
- Create new jobs in northwest Ohio

R.S.V.P. 419 358-6400

INFO@ BLUFFTONENTREPRENEURS.COM

**PO Box 145, 505 E. JEFFERSON ST.
BLUFFTON OH 45817**

The Bluffton Center for Entrepreneurs is a not-for-profit business incubator offering support services and professional guidance to entrepreneurs and small businesses in Allen, Hancock, Hardin, and Putnam counties. BCE clients receive customized mentoring, networking opportunities, and access to developmental resources including Bluffton University faculty, student interns and affordable office space.

SPONSORED BY:

REICHENBACH & STEINER CPAS
SIELSCHOTT, WALSH, KEIFER & REGULA CPAS

2012 BLUFFTON CENTER FOR ENTREPRENEURS
**BUSINESS PLAN
COMPETITION**

\$6000
IN
PRIZES

**Start-up and Emerging
Businesses:**

Write a business plan that will help make your ideas a reality. A free introductory session and five classes will be taught by Kathy Keller of the Small Business Development Center at Rhodes State College. Participants will present their completed plans to a panel of judges, who will score each entry and award three prizes:

GRAND PRIZE

\$5,000 in startup costs and 1-year client membership

SECOND PRIZE

\$1000 in startup costs and 1-year client membership

THIRD PRIZE

1-year client membership



The BCE 2012 Business Plan Contest is open to start-ups and emerging businesses in a four-county area. See the next page for the entry requirements and registration form.

EVENTS AND DUE DATES

ENROLLMENT

Contest participation includes enrollment in a 5-session course designed to help you create a complete business plan suitable for presentation to lenders or investors. Participation at all five seminars is strongly recommended, but not required for entry in the competition.

LOCATION

Seminars will be held on Tuesday evenings from 6:00 to 8:00 p.m. at Bluffton University. Supplemental events will be held at Bluffton Town Hall, as noted below.

FREE: LAUNCH YOUR BUSINESS RIGHT

Attend one / R.S.V.P. 419-358-6400

April 10, Bluffton University, Marbeck Center, Kreider Room, 6:00 p.m.

April 13, Bluffton Town Hall, 8:45 a.m. (following Chamber Breakfast)

SEMINARS

April 17, So You Want to be an Entrepreneur (Centennial Hall, Stutzman Room) Fees and application due

April 24, Planning to Start a Business (all future sessions: Marbeck Center, Kreider Room)

May 1, Developing Your Business Idea

May 8, Testing Your Business Idea and Getting it to Market

May 15, Accounting Your Business

PRESENTATIONS

May 22 - Presentation Rehearsal, 6:00 - 8:00 p.m. Business Plan due

June 2 - Formal Judging (conducted in 30 min. intervals)

June 8 - Award Presentation at Bluffton Area Chamber of Commerce Breakfast, Bluffton Town Hall, 7:30 a.m.

ENTRY REQUIREMENTS & JUDGING

RULES AND REGULATIONS

1. Only start-ups (not yet operational) and emerging businesses (less than 3 years old) may apply. Award winners from the BCE 2009 Business Plan Competition may not apply.
2. Residency Requirement: Existing business location, or start-up company's intended location, must be in one of the following 4 counties: Allen, Hancock, Hardin, or Putnam.
3. Your business concept must be original work that you are able to fully disclose to the judges.
4. Your business plan must disclose how you will use the award to launch or grow your business. The prize money will be disbursed as reimbursements for legitimate business expenses or as payments of the business's vendor invoices.
5. The completed entry form with an attached overview of your concept and check for \$150.00 (payable to BCE), or \$75 for currently enrolled students, must be submitted to the BCE office or postmarked by April 17, 2012.
6. Three copies of the completed business plan must be received by the BCE staff on or before May 22, 2012.

JUDGING CRITERIA

Problem and appropriateness of the proposed solution (10%)

Overall market size and likely share (10%)

Degree and sustainability of competitive advantage (25%)

Pricing justification (15%)

Projected returns on investment (35%)

Strength of the management team (5%)

FREQUENTLY ASKED QUESTIONS

Q. Will there be a confidentiality agreement? A. No. The nature of the competition and involvement of staff, reviewers, judges, and other participants prevents BCE from guaranteeing confidentiality. However, we will limit distribution of the final business plans to judges and the BCE Executive Director.

Q. Are there restrictions on the type of business or service I propose?

A. No. We will accept business plans in any legal business category.

FOR ADDITIONAL INFORMATION

Phone: 419-358-6400, E-mail: info@blufftonentrepreneurs.com

or Web: www.blufftonentrepreneurs.com

2012 BLUFFTON CENTER FOR ENTREPRENEURS

BUSINESS PLAN COMPETITION

SPONSORED BY:

REICHENBACH & STEINER CPAS
SIELSCHOTT, WALSH, KEIFER & REGULA CPAS

APPLICATION

Applicant Name _____

Name of Business _____

Type of Business _____

Status: ___ START-UP (NOT YET OPERATIONAL) ___ EMERGING (LESS THAN 3 YEARS IN OPERATION)

Address _____

Phone _____

Email _____

DEADLINE: APRIL 17

Attach a brief overview (maximum 3 pages) of your business including:

- Overall concept
- Analysis of the industry or business category
- Targeted market segment
- Features of the product or service
- Competitive advantage of the new business

Send submissions to: Bluffton Center for Entrepreneurs, PO Box 145, Bluffton, OH 45817. **Include** your check for \$150 payable to Bluffton Center for Entrepreneurs (or BCE); \$75 for currently enrolled students.

FOR ADDITIONAL INFORMATION

Phone: 419-358-6400, E-mail: info@blufftonentrepreneurs.com
on the Web: www.blufftonentrepreneurs.com