

BIG Idea Contest to Reward Bluffton Student Entrepreneurs

Bluffton Center for Entrepreneurs

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The Colonial Surface Solutions building is home to the Bluffton Center for Entrepreneurs. Colonial's generous support includes below market rental rates.

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The 2011 BIG Idea contest invites Bluffton University students to submit fresh, new ideas for starting a business. The grand prize will be an Apple iPad and assistance from the Bluffton Center for Entrepreneurs (BCE) in developing their business plan.

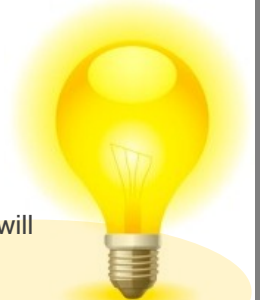
Judges from the BCE will assess entries for originality and uniqueness, potential for actual commercialization, and likely long-term viability in the marketplace.

Submissions will be accepted through April 15, 2011. The entry fee is \$25.00. The contest winners will be announced on April 22, 2011. Complete details are available through the university's De-

partment of Economics, Business Administration and Accounting. For more information, contact Pete Suter at suterp@bluffton.edu or call the BCE office at (419) 358-6400.

Got an idea that could be really BIG business?

Contest submissions will be accepted until April 15, 2011.



Inspiring Client Developments

Drive Time Driving Instruction · Owners/instructors Doug and Sara Kisseberth have developed Drive Time Driving Instruction into a thriving resource for new drivers in the region. Classes are currently held in both Findlay and Bluffton, and the Kisseberths expect to expand again in 2011. *Joined BCE April 2010.*

Mennonite Home Communities of Ohio · The Mennonite Home Communities of Ohio, which include Mennonite Memorial Home and Maple Crest, is a Bluffton institution of long standing. MHCO still has entrepreneurial spirit, however, and is finding new ways to serve the needs of older adults through the Mennonite Home Health and Senior Services program. *Joined BCE November 2010.*

ReMark Engineering · Four Bluffton University students, Carter Sprunger, Bracton Eicher, Gregg Beitler, and Kenny Miller, are the founders of Remark. They provide affordable marketing solutions to small businesses while helping students to gain experience and exposure in the fields of graphic design and marketing. *Joined BCE January 2011.*

Charting Affiliate Planning and Progress

What expectations should you have as a BCE affiliate? BCE mentor Pete Suter provides the following client advantages and goals which will help you build a stable, growing, and profitable business by providing critical support and training.

BCE Client Advantages

Receive Immediate Assistance

- Get your business up and running, or give it an extra boost for growth
- Become organized to ensure more efficient current operation
- Think more strategically for future growth

Make More Connections

- Gain recognition and exposure within the business community as a new or growing business
- Access networking opportunities with other small business owners
- Engage Bluffton University students for internships and special projects

Gain New Resources

- On-going support and advice from mentors and consultants
- Links with key organizations for future growth
- Affordable office space
- Business-appropriate meeting space
- Select administrative services

The Affiliate Client Program will help you create continued success by developing a strong foundation for future development.



BCE Graduate Goals

Create a Support Team

- Develop a relationship with a mentor
- Meet with a BCE consultant on a monthly basis for 1 year
- Attend BCE meetings and events to meet other affiliates, board members, and local business people

Develop a Solid Business Plan

- Complete a plan which includes but is not limited to:
 - Cash flow projection
 - Break-even analysis
 - SWOT analysis
 - Marketing plan
 - Specified measurables for success
 - Evaluation of business organizational forms

Make Essential Connections

- Develop a relationship with a local bank: open an account, meet with a lender
- Attend and introduce your business at a local chamber of commerce meeting
- Make contact with a local economic development group: Small Business Development Center, Allen Economic Development Group, Findlay-Hancock County Alliance (formerly Greater Findlay Inc.)

For more information call Paula Scott at 419-358-6400 or contact Pete Suter at suterp@bluffton.edu.