

Persistence

Mission

Leadership

Passion

Eau Claire Area EDC's

Creating Your Own Business

Business Plan Competition

Make it happen. **Fuel your passion.**

The winner will receive:

- **Consultation Services with Experienced Professionals**
(includes creating an action plan to guide you through the start-up process)
- **Business Services and/or Reimbursement for Services**
(may include legal, accounting, marketing, tax, or other services as needed by the business)
- **Eligibility for low-interest loans**
- **Potential for additional funding designed to move your business forward**

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APPLY ONLINE at:
www.eauclaire-wi.com



NEW! Submit your business plan at any time!
Business descriptions and plans may be submitted year-round.
For full contest rules and guidelines, go online to www.eauclaire-wi.com.

It's not just about the plan, it's about the process.



Business Descriptions - Due June 15

Based on the business description - which is judged on overall concept/idea, perceived viability, and growth potential - up to 10 contestants will be chosen to move on and submit a full business plan.

Consultations/Mentoring - July 1 - September 1

Contestants will meet with experienced, local business development partners to help write the business plan and/or address the needs of the start-up. Business services during this period may be reimbursable for the winner.

Final Business Plans - Due September 15

Contestants will submit final business plans to be judged by local successful entrepreneurs, business professionals, and educators. Business plans will be judged on viability, growth potential, market potential, financial feasibility, and capabilities of the management team. Up to five finalists will be selected to participate in the oral presentation and Q&A session with the judges and professional guests.

Oral Presentations of Business Idea - November (Global Entrepreneurship Week)

Finalists will be required to present a 3-minute presentation of their business idea and answer questions from the judging panel. Scores from the written plan and oral presentation will be combined to determine a winner.

For full competition rules and guidelines, please visit www.eauclaire-wi.com.

This program made possible by:



Eligibility

Anyone who is interested in locating a business anywhere in Eau Claire County or within the City of Eau Claire is eligible for the competition. A business that has previously won the competition is not eligible. Any business structure is eligible (sole proprietor, partnership, LLC, etc.).

Entrants must be small businesses that are still in conception stage or have been in operation for two years or less (unless working with patent-pending technology). Businesses must plan to sell their products or services locally, as well as to markets outside of the local area.

Selection Guidelines

A panel of judges representing business, industry, finance and education will evaluate the written business plans based on the following criteria:

- Business ideally will produce a value-added product or service that will be sold locally, as well as outside of the local market.
- The winning business will convey the most promising combination of job creation, growth potential, actual implementation, product and market knowledge, and financial feasibility.
- Maximum of 40 pages of text, samples, covers, dividers, and appendices. Any business plan that exceeds 40 pages of text or exhibits will be disqualified.

For full competition rules and guidelines or to [apply online](http://www.eauclaire-wi.com), please visit www.eauclaire-wi.com.

Entering the Competition

The author will retain all rights to the plan regarding its use at all times prior to and following the competition. The Eau Claire Area EDC will sign a nondisclosure document with every business plan entered. A completed entry application must be submitted with the business description to enter the contest.

IF YOU WIN...

The winner will receive a variety of consulting, financial, and other start-up services to start their business; exact services depend on the needs of the business.

IF YOU DO NOT WIN...

Contestants whose business plans are not chosen as the winner can continue to receive assistance from EDC staff to move the business forward.

Resources

The EDC's Idea Pathway is an ideal place to start. You can find the Idea Pathway on the EDC's Web site and find links and resources on idea development, protecting your idea, assessing the market, online business plan templates, funding your idea or business, permits, naming your business, and much more!

www.eauclaire-wi.com

