

RehCenter for
Entrepreneurship
at Clarkson University

High School Business Plan Competition

Friday, April 8, 2016

The Reh Center for Entrepreneurship is pleased to announce the inclusion of a high school category in the North Country Business Plan Competition. Since 2010 Clarkson University students have very successfully participated in the New York State Business Plan Competition as well as hosted the North Country Regional event in conjunction with SUNY Plattsburgh. Now high school students are being included in the regional competition.

Eligible Participants: Any individual student or group of students may enter. They may do so as a class project, an extra-curricular organization initiative, or an independent entrepreneur. FFA chapters, 4H groups, and school clubs are encouraged to participate as well as business classes.

Registration: Participants must register electronically at www.clarkson.edu/entrepreneur/funding/nys_about.html. The application is drop-down menu formatted and once begun must be completed in a single sitting. It is advised that the required information be completed in Word format for ease of upload. See separate sheet for required content and word limitations. **Registration deadline is March 31, 2016.**

Assistance: Clarkson business majors are available to assist individuals and teams with their preparation for this competition. Contact the Reh Center 315-268-4350.

Prizes: All high school participants will be awarded a \$1,000 annual scholarship to Clarkson University. Winning teams and/or individuals will receive the following annual Clarkson scholarships:

| | |
|---------------|---------|
| First Place: | \$4,000 |
| Second Place: | \$2,000 |
| Third Place: | \$1,500 |

For more information contact:

Ashley Sweeney asweeney@clarkson.edu

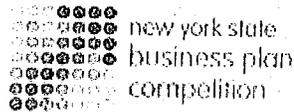
Mary Margaret Small mmsmall@clarkson.edu

Clarkson

UNIVERSITY

defy convention™

North Country Regional



Please verify your eligibility and be prepared to answer all of the following sections on the registration form:

Personal Information for All Team Members:

- Name / Email
- College/University you attend
- Current Degree you are pursuing (Associates, Bachelors, etc)
- Major(s) and Minor(s)

Company Information

- Company Name
- Category Registering for
- Faculty or Staff Advisor(s) names, titles, and email addresses
- Your Pitch (150 words or less)
- Your Logo (not required)

Business and Business Model

1. Structure: What is the structure of your organization? (10 words or less)
2. Value Proposition: What is the company's key value proposition (e.g. low cost producer, highest reliability etc.)? (50 words or less)
3. General Description: The description of your business model. Describe how your business makes money and how will it assure great and long term profits for the future. (500 words or less)

Product/Service

1. Product/Service: What is your product/service offering? (100 words or less)
2. Function and Benefit: Define and quantify key benefits to customers (e.g. cost, technical etc.) (500 words or less)
3. Development Stage: Where is the product in its evolution (e.g. idea/conception, fully tested prototype etc.)? (10 words or less)

Competitive Position

1. Competitors: Who is your competition? (250 words or less)
2. Edge over competition: What makes you better than other firms out there? (250 words or less)
3. Sustainability: Is this competitive position sustainable? (50 words or less)
4. IP Protection: How will you protect your proprietary information? (25 words or less)

Markets

1. Target Market: What markets and market segments are you going after? How big is this market and how can you sustainably capture it? (250 words or less)
2. Barriers to Entry: What are the key market barriers that will lend to your success? (250 words or less)
3. Customers: Customers are the key to strong profits. Who are the specific customers that you are pursuing or will pursue? Do you have any letters of intent to purchase? (250 words or less)