

Your dream is waiting...

Macon County (CEC) Business Plan Competition

\$5,000 Grand Prize!

Eligibility and Guidelines:

1. Must be a resident of WNC.
2. Must be 18 years of age or older.
3. Your business must be located in Macon County.
4. Existing businesses must be established for no more than six months.
5. New business must be opened and in operation in less than twelve months.
6. Complete a formal application.
7. Submit a written business plan of at least three typed pages and include primary products/services, management/ownership, financial projections and one to three years of cash flow.
8. Be prepared to present your business plan in ten minutes or less.

Need Help?

Business Plan Workshop Series is being offered by the Small Business Center at Southwestern Community College.

Contact: SBC @ t_henry@southwesterncc.edu



Do you have a dream of starting your own business?

Do you want to expand your business into a new area?

If you answered "yes" to these questions, then the Macon County Business Plan Competition is for you!

Applications due by February 3, 2014.
Business Plan Entries due by March 31, 2014

Winners will be announced in April during Macon BizWeek 2014.

The Macon County Business Plan Competition is a project of the Macon County Certified Entrepreneurial Community (CEC) Leadership Team and is made possible through donors who believe in small business in Macon County. A big thank you to our sponsors!



For more information contact:

Tommy Jenkins
Macon County EDC Director
5 West Main Street
Franklin, NC 28734
(828) 369-2306
tommyjenkins@maconncc.org
www.maconedc.com

Macon County Business Plan Competition Application

Application Deadline is February 3, 2014

Please complete and submit this form

and your business plan to:

Tommy Jenkins Macon County EDC Director

5 West Main Street Franklin, NC 28734

tommyjenkins@maconnc.org

Name _____

Address _____

City/State/Zip _____

E-Mail _____

Phone _____

Business Type: Sole Proprietor Partnership Corporation LLC

Is this a _____ New Business or an _____ Existing Business?

How long in business? _____

Names/Addresses of Individuals or Partners	-or-	Name/Title/Phone Number of Corporate Officers
_____		_____
_____		_____
_____		_____

Briefly describe your business and future goals.

Business References: Company Name, Address, Contact and Title, and Phone Number

The above information is submitted for the purpose of business plan competition.	SIGNED _____
I hereby certify the information to be true.	TITLE _____
	DATE _____

2014 Macon County Business Plan Competition

ELIGIBILITY & GUIDELINES:

1. Applicants must meet the following eligibility criteria:
 - a. Must be a resident of WNC.
 - b. Must be 18 years of age or older.
 - c. Your for-profit business must be located within Macon County
 - d. Existing businesses must be established for no more than six months.
 - e. New businesses must be opened and/or in operation in less than twelve months.
 - f. Complete a formal application submitted by February 3, 2014.

2. Each applicant must provide the following information in order for the judges to adequately evaluate the business plan:
 - a. Executive Summary
 - b. Marketing Plan to include market research into the feasibility of the product or service.
 - c. Capital start-up needs and cash flow projections (*24 month minimum*).
 - d. Management team profile, including experience.
 - e. Proposed legal structure.
 - f. Proposed location in Macon County.
 - g. Number of individuals projected to be employed.
 - h. Timeline for startup.

Clarity, thoroughness and neatness of submission, will be taken into consideration.

3. Applicant's business plans will be reviewed by judges who are professionals within the business community. The judges will review and evaluate all eligible business plans using the point scale attached as well as their own professional experience. Finalists will be chosen to present their business idea and plan to the judges. The winner of the competition will then be announced during Macon BizWeek 2014.

4. Applicants are encouraged to participate in the FREE offerings of the Small Business Center of Southwestern Community College:
Opening Session- Macon Bank Corporate Center, Franklin, NC
 - November 14, Announcement -**2014 Business Plan Competition – 5:00 p. m.**
NC REAL Entrepreneurship Program – Southwestern Community College – Macon Campus
 - January 13, Am I Entrepreneurial Material?
 - January 20, Business Plan Development and Zero in on Your Market
 - January 24, Business Simulation
 - February 10, Marketing Mix
 - February 17, Business Analysis & Operation
 - February 24, Financials for Small Business
 - March 10, Taxes & Bookkeeping in Small Business
 - March 17, Business Plan Presentations

5. Sources of assistance in starting a new business include:

Small Business Center, SCC	828.339.4211
Small Business Technology Development Center, WCU	828.227.3459

6. Applicants must submit (5) copies of their business plan. The deadline for applicants to submit their business plan is **March 31, 2014**. Winner(s) will be announced during Macon EDC Biz Week in April.

7. Timing and terms of disbursements will be subject to the Macon County CEC Committee.

2014 Macon County Business Plan Competition

GUIDELINES FOR JUDGING CRITERIA:

Executive Summary.....10 Points

Interest Level – The Executive Summary should capture the interest of the reader.

Product, Service, or Business Model10 Points

Business Idea – should be clear, concise, and easy to understand.

Management Team 10 Points

Management Team – Experience and ability of the team to conduct successful business operations.

Market Analysis.....10 points

Market Identification – Market identified as to size, trends, and growth.

Target Market – Market should be clearly segmented from the overall market.

Marketing Plan.....10 Points

Marketing Plan – Pricing, Promotion, and Distribution should be discussed.

Timeline.....10 Points

Timeline – a schedule or timetable for starting and/or growing the business.

Financials.....10 Points

Start up costs – a listing of start-up cost and assumptions behind the numbers.

Cash Flow Projections – month-to-month projections for 24 months, including assumptions.

Overall Impression.....10 Points

Plan Potential – Feasibility of the plan to be successful.

Macon County Impact – Jobs, wealth creation, increased tax base, etc.

Please read the following disclaimer.

Participation in Business Plan Competition does not constitute an assurance that presenting participants will find investors. The Business Plan Competition does not participate in the selling of or solicitation of offers to purchase technology, rights, or securities. The Business Plan Competition does not offer any opinion or advice regarding applicable laws, such as intellectual property or securities laws. Participants should consider legal advice and other professional counsel regarding compliance with applicable laws. Participants remain responsible for the accuracy and completeness of the presentation and any representations during this entire process. By participating, each presenting participant represents and warrants to the Business Plan Competition that he or she owns or has adequate rights in any intellectual property that he or she describes in the presentation, that such use or disclosure does not infringe on the rights of any other person or business, that the company and its principals are not violating a non-compete or non-disclosure agreement, and that the company is in compliance with all applicable laws in all material reports. If any purchase, investment, collaboration, or technology transfer occurs as a direct or indirect result of Business Plan Competition, it will be solely on the initiative and responsibility of the participants.

The Business Plan Competition is a public event sponsored by the Macon County CEC. Participants/presenters should anticipate that any information provided to Business Plan Competition will be made publicly available to the attendees of the final event.