

# 2008 BUSINESS CONCEPT APPLICATION

By completing and submitting and application, I certify that I am a high school student who resides in Huntington County or a college student who either resides in Huntington County or attends Huntington University.

I further certify that:

- I have never submitted this business concept to this competition
- if I am selected as a finalist I agree to sign a confidentiality agreement

Name(s) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: (Day) \_\_\_\_\_ (Evening) \_\_\_\_\_

Email: \_\_\_\_\_

Best Method of Contact: \_\_\_\_\_

How did you hear about this competition? \_\_\_\_\_

I understand that to preserve the integrity of the competition, a minimum number of entries are required and that Competition Officials may cancel the competition if insufficient registrations are received.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Application deadline is 4:00 p.m. on Monday, October 6.**

Please attach your 1-2 page Executive Summary with this application. Refer to attached information sheet for judging criteria and questions to address in your executive summary.

Questions? Contact Joanne Green at 359-4310 or [jgreen@huntington.edu](mailto:jgreen@huntington.edu)

Application materials can be dropped off or mailed to: Huntington University  
Enterprise Resource Center  
Attn: Joanne Green  
Huntington, IN 46750



# BUSINESS CONCEPT CHALLENGE EXECUTIVE SUMMARY INFO

Questions to address in the 1-2 page Executive Summary:

1. WHAT is your product/service and what does it do? What market gap does it fit?
2. HOW is it different from other products/services available?
3. WHO will buy it? What target market segments are you going after?
4. WHY will they buy it?
5. HOW will it be promoted and sold?
6. DESCRIBE the buying experience and the usage experience for the customer.
7. HOW will you make money?

Judging criteria is as follows:

- The Idea—how compelling, innovative and interesting is the idea?
- The Market—what’s the size of the market, is it growing and who is the target?
- Innovativeness—Is the business concept novel or unique, giving it a competitive advantage? How will it impact the market?
- Overall college graduate level job creation impact for the idea.
- Overall Impression—real chances of success in the market place.

Prizes:      1st place—\$750  
                  2nd place—\$500  
                  3rd place—\$250

For more information, check out: [www.huntington.edu/erc](http://www.huntington.edu/erc)

