

So you have a **BUSINESS** Idea?

Time to Make a Plan!



Student Business Plan Competition Info

How do I enter?

Visit PASSHEBiz.org and click the orange "log in/register" button at the upper left-hand corner of the screen.

Be sure to register by **November 19**. Did we mention it **only takes 3 minutes**?

What's a venture profile?

A venture profile is an abbreviated version of your company's business model. Information includes an executive summary, industry analysis, competitive analysis, target market, product/service overview, marketing strategies, human capital, operations, financial analysis, and any supporting documentation.

A venture profile is required to compete in the competition. While we encourage you to submit a business plan in your supporting documentation to supplement your venture profile, **a business plan is not required**. **Submit your venture profile by January 31**.

What if I want help?

We were hoping you'd ask! There are excellent resources available to you on campus:

- **Entrepreneurial Innovation & Leadership Center** at Millersville University is located in the Adams House (Red House across from the Library) Stop in. We are available to help. You can contact the center by calling (717) 871.5718 or by sending an email to nancy.mata@millersville.edu.

Why should I enter?

If you have a viable business idea or you're the owner of a new business in Pennsylvania, we strongly encourage you to enter. This competition will provide you with business planning experience and the chance to win up to \$10,000 to support your business development efforts. We offer first, second, and third place cash prizes as well as cash prizes for most viewed YouTube video and best poster displays.

Contact Person: Professor Nancy Mata (nmata@millersville.edu); 717.871.5718