



\$1,000 Business Plan Pitch Competition

Who is this for?

*The business plan pitch competition is open to all student and artist attendees who attend the 2010 SEA Conference in Lisle, Illinois and are in the planning or early implementation stages of an artistic business. (Faculty are not eligible) **No entries will be accepted for those that have been in business for more than 18 months.***

What can I win?

Up to 3 winners will each receive a \$1,000 award to help assist them in starting their business.

How do I enter?

*Entries must be submitted by **December 1st, 2009**. Submissions must include:*

- 1) Title page with your name, school, address, phone number, and e-mail address. (If you have already started your business, please include your business name, website if applicable, and date your business started)*
- 2) A one page bio about who you are and why you want to own your own business*
- 3) Basic Business Plan (No more than 10 pages written. Additional pages of financial statements, photos, and other supporting materials are welcome.)*
- 4) Statement on how you plan to use the \$1,000*

What else is involved?

Selected entries will be asked to present an "Elevator Pitch" to a panel of judges at the SEA Conference. In order to win the \$1,000 award you must participate in the "Elevator Pitch". You will have 3 minutes to make this pitch. You will need to be quick and to the point. You do not have any set-up time so no computers presentations are allowed. The point is to quickly verbally portray who you are, what you do, why your business is viable, and why you need the award.

What will I be judged on?

First and foremost, for both the business plan you submit and your elevator presentation, you will be judged on how well your idea has been thought out and how feasible it is for you to succeed at your business.

How will I know if I win?

*If you have been selected to present an Elevator Pitch you will be notified by **January 31st, 2010**. Winners will be announced at the SEA Conference*

