

Applications and more competition information can be found at:
www.NothingArtificial.org

Competition Seminars

Every year we provide our contestants with seminars. Cost is \$5 and pre-registration is required—please email:
beckeld@eauclairewi.gov

Business Plan Basics: March 13, 2008
(12-2p.m. at Western Dairyland)

Financials and Projections: March 27, 2008
(12-1p.m. at Western Dairyland)

One-on-one Business Consulting: April 2, 2008
(5-8 p.m. at Eau Claire City Hall)

Business Plan Assistance

A two-session business plan class and one-on-one business plan counseling will be held during the competition. For dates and more information, visit www.NothingArtificial.org

In addition, the following small business assistance organizations offer workshops and one-on-one help in creating and fine-tuning business plans.

SCORE

510 S. Barstow St. (Federal Building)
715-834-1573 (call ahead for appointment)

Small Business Development Center
210 Water St. (UWEC Continuing Ed Bldg)
715-836-5811

Western Dairyland Business Center
418 Wisconsin St.
715-836-7511

Prizes

1st: \$5,000 start-up capital

2nd: Entrepreneurial Training Program

Jump Level Sponsors



Leap Level Sponsors



Bounce Level Sponsors

Banbury Place H&R Block
Bauman Associates Huebsch Services
Cigan Properties RuderWare
DiscoverNet

This program is organized by

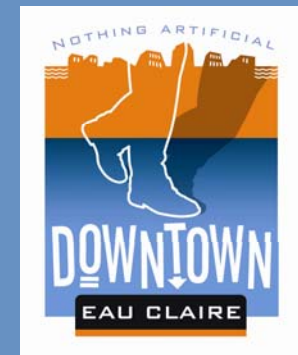


Downtown Eau Claire, Inc.
203 S. Farwell Street
P.O. Box 5148
Eau Claire, WI 54702-5148

Phone: 715-839-4914
Fax: 715-839-4939
www.NothingArtificial.org

JUMP-START DOWNTOWN

Downtown Business Competition 2008



Do you dream of opening your own business in downtown Eau Claire? Has the lack of funds stopped you? Do you need more knowledge of finances? Would you like to consult your plan with a professional?

Turn your business dream into reality!

In the Jump-Start Downtown Business Competition you can win up to \$5,000 or a \$1,000 tuition for the Entrepreneurial Training Program offered by Small Business Development Center.

Eligibility

“Jump-Start Downtown” is a business competition for people 18 years of age or older who are interested in starting a business in downtown Eau Claire or relocating a business to the downtown area before May 2009. Any type of business is eligible, from hi-tech office services to gift shops. Businesses entered cannot be already located downtown at the time of entry into the competition.

Evaluation Criteria

BUSINESS PLAN SECTIONS:

Executive Summary (5 pts) – clear & concise, one page max

Business Description (20 pts)

- Describes business idea completely and accurately
- Lists potential downtown location that realistically fits the business’s needs
- Lists appropriate and sufficient business hours
- Business complements existing mix of businesses downtown

Timeline (5 pts) – feasible timeline for start-up

Competition/Market Analysis (10 pts) – demonstrates a clear knowledge of target audience, market trends and existing competition

Marketing Plan (20 pts)

- Targets a market large enough to support the business
- Understands the need to rely on more than foot traffic to make sales
- Has an advertising plan with realistic objectives and costs
- Has an effective promotional strategy to create location awareness

Management Plan (5 pts)

- Outlines managerial roles and responsibilities
- Lists credible resources for legal, accounting, and other business services which applicant does not have expertise in

Financial Plan (20 pts)

- Explains what the Jump-Start Downtown prize money is needed for
- Includes pro-forma income projections for the next five years
- Shows break-even point
- Accurately assesses all expenses (e.g., equipment and inventory purchases, sign costs, marketing budget, building investments, rent, utilities)
- Shows division of revenue (e.g., reinvestment in business, employees’ salaries/benefits, owner’s salary)
- Will have the financial resources needed for start-up and operation

Résumés of owners (5 pts) – demonstrates sufficient knowledge and experience to run the proposed business, includes references

Downtown Needs (30 pts)

- Business will benefit the downtown area
- Business will fit with existing downtown businesses (cluster approach)

Judging

A panel of judges with small business expertise will evaluate each business plan based upon the criteria below, and finalists will be chosen. Finalists may be asked to meet with judges to clarify parts of their business plan in order to choose winners.

Winners will be notified by July 31, 2008.

Downtown Eau Claire, Inc. reserves the right to accept or reject any business plan. Participants retain all rights to their business plan at all times. Judges will review the plans with strict confidentiality. If business plans submitted do not meet the evaluation criteria as determined by the judging panel, prizes will not be awarded. The judges’ decision is final.

To Enter

Please submit an application and business plan for your business by:

May 31, 2008

to: Downtown Eau Claire, Inc.
PO Box 5148
Eau Claire, WI 54702-5148

- Business plan must be 30 pages or less and accompanied by an application
- Proposed business location must be within the boundaries of downtown Eau Claire (visit www.NothingArtificial.org for map)
- Business was not located downtown at time of entry into the competition (the date DECI received the entry)
- Business must be able to open prior to May 2009