

2011 BIG Idea Contest Registration Form

BIG Idea Name _____
Applicant Name _____
Full Mailing Address _____
Phone _____
Email _____

Attach a description (write-up) of your BIG Idea covering ALL of the following points:

- Overall concept
- Brief description of the category or industry in which the idea will compete
- Any specific market segment or customer niche to which the idea is targeted
- Description of the features and benefits of the product or service being offered
- Brief discussion of the competition
- Brief statement of the nature of competitive advantage of the new idea

NOTE: The write-up must not exceed 3 pages in font size between 10 and 12 point with all margins no less than 1 inch excluding header/footer. Preferred fonts are Times New Roman or Arial, but you may use any font you like. Please include an Idea Name and page number as a header or footer on all pages including the first. In addition to the 3-page write-up you may use a cover page with Idea Name, logo, tag line, etc.

Send submission to: suterp@bluffton.edu with the subject line BCE Big Idea Contest. Checks should be made payable to the Bluffton Center for Entrepreneurs and can be mailed to PO Box 145, Bluffton, Ohio or submitted to Dr. Peter Suter (CEN 217).

Submission Deadline: 4/15/11

Do not forget to include: ___ This entry form ___ Your BIG Idea write-up, and ___ Your check for \$25 payable to Bluffton Center for Entrepreneurs (or BCE).

**For additional information
contact Pete Suter at, suterp@bluffton.edu**