



Business Name \_\_\_\_\_

Applicant Name \_\_\_\_\_

Type of Business \_\_\_\_\_

Division \_\_\_\_\_ Community \_\_\_\_\_ Bluffton University \_\_\_\_\_ High School

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Submission Deadline: Friday, November 15, 2013

### 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 the Business 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: [durenbergerd@bluffton.edu](mailto:durenbergerd@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 1 University Drive, Bluffton, Ohio or submitted to Denise Durenberger (CEN 221).

### Do not forget to include:

\_\_\_ This entry form

\_\_\_ Your business plan write-up

\_\_\_ Your check for \$2 payable to Bluffton Center for Entrepreneurs (or BCE)

\_\_\_ Parent permission, if under 18 years of age

For Additional Information visit our website at [www.blufftonentrepreneurs.com](http://www.blufftonentrepreneurs.com)  
Or contact Denise Durenberger: [durenbergerd@bluffton.edu](mailto:durenbergerd@bluffton.edu)