

1/13/2010

Dear Educators and Innovators:

To highlight National Entrepreneurship Week February 20 – 27, 2010 in Michigan, IGNITE- a youth entrepreneurship collaborative - will be hosting its second annual Youth Business Plan Competition. This contest allows aspiring youth entrepreneurs experience in designing either a service or product based business, and provides them with opportunities to win cash, prizes and support for launching their proposed businesses. This contest is open to any youth (grades 6-8 and grades 9-12) that reside in Michigan. Contest winners will be announced by mid-March 2010.

Categories and Awards

Middle School Division (Grades 6- 8):

- First Place Product (\$300)
- Second Place Product (\$150)
- Third Place Product (\$50)
- First Place Service (\$300)
- Second Place Service (\$150)
- Third Place Service (\$50)

High School Division (Grades 9-12):

- First Place Product (\$300)
- Second Place Product (\$150)
- Third Place Product (\$50)
- First Place Service (\$300)
- Second Place Service (\$150)
- Third Place Service (\$50)

Additional Awards:

All finishers in the high school competition and the 1st place winner in the Middle School division will also receive access to a virtual business incubator through Extreme Entrepreneurship. All awardees will receive training and support in continuing to develop and launch their business ventures. Finalists will be featured on the IGNITE website and/or have the opportunity to be highlighted in the Future CEO Stars magazine as a Michigan entrepreneur. <http://www.fcmag.com/> Finally, all winners will be honored at an awards ceremony being held in conjunction with the Moving Ideas to Market Conference in November 2010. Details to follow.

We Need Your Help!

We are contacting you to enlist your support for this initiative. We strongly encourage you to work with teachers, staff, and students to assist with the identification of potential candidates. Participants will be required to complete and submit the Competition Form. Please refer to the Guidelines for more information. After the published deadline, a screening process will occur by representatives from the IGNITE committee.

Additionally, teachers will be entered into a drawing for a gift certificate to purchase classroom supplies for each of their student or student group that submits an application. The more students you encourage to enter, the more chances you have to win!

For More Information:

Thank you for your consideration of this contest. If you have questions, please contact Chris Stickney, Moving Ideas to Market Project Implementer, (517) 432-7650, stickne4@anr.msu.edu.

We look forward to receiving your students' applications postmarked by Friday, February 26, 2010.

Sincerely,
IGNITE, Sponsors of the Youth Business Plan Competition

Youth Business Plan Competition Guidelines

Candidates Must:

- Have a business concept or idea and be able to clearly state their marketing plan, target customer/competition, potential budget needs, and clearly describe their potential product/service.
- Be willing to attend an awards ceremony in November 2010. Details to follow.
- Submissions must be received by Friday, February 26, 2010 to be selected as a winner. Submissions can be faxed attention: Chris Stickney at (517)353-4846, emailed to stickne4@anr.msu.edu or mailed to Chris Stickney, 160 Agriculture Hall, East Lansing, MI 48824. Receipt of applications will be confirmed via e-mail.
- Winning entries will be displayed on the Prima Civitas Foundation and IGNITE websites.

Youth Business Plan Competition Guidelines to Apply:

- Participating youth must have parent/guardian permission to apply and participate.
- Participating youth must complete all portions of the appropriate (either middle school or high school) application form required for submission, including the media release form.
- The Youth Business Plan Application Form should be attached to the front of the application(s).
- The application must be the work of the student(s) submitting the entry. Students may submit applications as an individual or as a group. If submitted as a group, all submissions will require the contact information for a lead contact person on the submission's coversheet.
- The application form must be signed by the student(s) applicant, the teacher/counselor/after school volunteer, and a parent/guardian.
- Decisions will be based solely on the application materials. Supporting documents will not be taken into consideration in the decision making process.
- Winners from IGNITE's 2009 competition will not be eligible.
- To be considered, the application must be submitted by Friday, February 26, 2010.

Questions: Please contact Chris Stickney at (517) 432-7650 or stickne4@anr.msu.edu



Moving Ideas to Market (MIZM) is a Prima Civitas Foundation initiative, funded by the C.S. Mott Foundation. Corporation for a Skilled Workforce (CSW), and MSU Extension 4-H Youth Development are key facilitators and implementers for the initiative. The initiative is supported by a network of 50+ dynamic volunteers from all around Michigan.

