

2010 IGNITE Youth Business Plan Competition Middle School Application Form

Application Due Date: February 26, 2010

1. Completed applications and business plans are due February 26, 2010. The completed application and business plan (as a PDF file) must be submitted to: Chris Stickney via fax 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.
2. There are two categories for this competition:
Product: Prize awards of \$300 and access to the JourneyPage Virtual Business Incubator (1st place), \$150 (2nd place) and \$50 (3rd place) will be given to students with the best new product or improvement on an existing product.

Service: Prize awards of \$300 and access to the JourneyPage Virtual Business Incubator (1st place), \$150 (2nd place) and \$50 (3rd place) will be given to students with the best new service or improvement on an existing service.

- * **If your business is a partnership, please submit just one application per group and include a signed media release for each group member. Please also list the name and contact information of a lead contact for your group on the coversheet of the submission. Prizes are per submission, not per person.**

Proposed/Actual Business Name:	
Student Name:	Full Mailing Address:
School District:	Grade:
Telephone:	E-Mail:
Teacher Name/Contact Information (optional)	
Are you submitting a business plan as part of a team? If yes, how many people are in your team?	

Parent/Guardian

I attest that the attached application is fully and solely the work of the student named below.

Media Release Form

I authorize the Prima Civitas Foundation and organizations involved in the Moving Ideas to Market initiative, to record the image, voice, and written media of the subject named below and give PCF and all persons or entities pursuant to PCF's permission or authority, all rights to use of these images, voice, and written media. I understand that said materials will be used for educational, advertising and promotional purposes in all conventional and electronic media, including but not limited to the Internet, and any future printed or electronic media.

I understand and agree that these images and recordings may be duplicated, distributed, with or without charge, and/or altered in any form or manner without future or further compensation or liability, in perpetuity.

Print subject's name (adult or youth) _____

Signature _____
(parent or guardian must sign here if subject is under 18.)

Date: _____



Moving Ideas to Market (MI2M) 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.



IGNITE Youth Business Plan Middle School Application

Cover Sheet

Name of business, Student name, address, email address, home phone and cell phone.

1. **Business Name:**
2. **Description of Business Idea (Please circle: Product or Service)**
3. **Target Customer/Competition: (Who is your target customer? Who are your competitors?)**
4. **What marketing approaches do you plan to use?**



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5. **Projected Budget: (What is your projected budget that you need to kick-start your business? What types of expenses do you foresee in the development of this project?)**

6. **Projected Timeframe to Startup:**

30 Days

45 Days

60 Days

90 Days

Other/Please Explain:

7. **Project Milestones: (What milestones would be needed to begin this business concept?)**

Benchmark: _____ **Date:** _____

A.

B.

C.

D.

E.

F.



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Items to Evaluate	Below Average	Average	Good	Excellent	Points Earned
Cover Page	1-5	6-10	11-15	16-20	
Description of the Company	1-5	6-10	11-15	16-20	
Target Customer	1-5	6-10	11-15	16-20	
Potential Competitors	1-5	6-10	11-15	16-20	
Marketing Strategy	1-5	6-10	11-15	16-20	
Budget	1-5	6-10	11-15	16-20	
Timeline and Projected Milestones	1-5	6-10	11-15	16-20	
Overall appearance, conciseness and completeness	1-5	6-10	11-15	16-20	
TOTAL (160 pts possible)					



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