



The Lakeshore's NEXT TOP ENTREPRENEUR

The Lakeshore's Next Entrepreneur is a competition seeking out the college student with the most potential to succeed in the entrepreneurial workforce of the future. Contestants will get the opportunity to pitch their ideas in front of a panel of judges for cash prizes.

WHAT: The 3rd annual Lakeshore's Next Top Entrepreneur competition

WHO: All College Students

WHEN: November 20, 2009 12:00 to 5:00

WHERE: Martha Miller Center, 257 Columbia Avenue, Holland

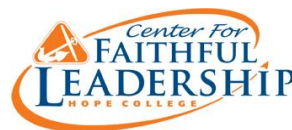
GRAND PRIZE \$1,000

Second place & Third place cash prizes to be announced

Plus a package of additional prizes to help the winner further develop his or her idea!

Global EntrepreneurshipWeek is a week-long effort to celebrate the power of entrepreneurship and ignite the world's consciousness around the importance of being entrepreneurial. It is a collaborative effort to offer global events that develop entrepreneurial knowledge, skills and attitudes that prepare today's youth to be the entrepreneurial leaders of the future.

Sponsored by



The Competition

ROUND 1

Challenge

Demonstrate your knowledge of Entrepreneurship. Give a **90 second** pitch on what it means to be an entrepreneur, why it is important, and why you should be ***The Lakeshore's Next Top Entrepreneur***. (no PowerPoint for this round, please)

ROUND 2

Challenge

Pitch your business idea (**7 minutes**). Use visuals, props or handouts to add impact to your message. Give a business overview demonstrating:

- What problem are you trying to solve?
- What is unique about your idea?
- Who is your target market?
- How will you make money?

Five minute Question and Answer session from judges

The judging panel will consist of local community members with a background in entrepreneurship, such as top local entrepreneurs, professionals and academics. Contestants will be scored on a scale from 1. 10 in the following categories:

Round 1:

- Catch and maintain the attention of the audience.
- Originality and creativity.
- Demonstrates knowledge of entrepreneurship and identifies personal entrepreneurial attributes.

Round 2:

- How innovative/unique is the idea?
- Preparation/organization of presentation.
- Viability of idea/business.
- Ability to identify market; identify and overcome obstacles.
- Ability to thoroughly answer judges' questions.

The final round will produce a 1st, 2nd and 3rd place winner.

Application

Registration deadline is October 26, 2009.

Selection of 10 finalists will be based on originality of idea and response to the 200 word essay question. Finalists will be notified by phone or e-mail by the week of November 2nd.

Competition will be limited to 10 finalists

Call Amanda Chocko at 616 772 5226 for more information

Please fill out the following information and mail, fax or e-mail it to:

Lakeshore Advantage

The Lakeshore Next Top Entrepreneur

201 W. Washington, Suite 410

Zeeland, MI 49464

Fax 616 772 5602

E-mail ac@LakeshoreAdvantage.com

Last Name: _____ First Name: _____

Address: _____

Address 2: _____

City: _____ Zip Code: _____

Daytime Phone: _____

Evening Phone: _____

Email Address: _____

Date of Birth: _____

School: _____

Graduation Date: _____

