Announcing the 2016 Cleveland Community College Foundation Fast Pitch Business Plan Competition. This contest is designed for budding entrepreneurs to develop a plan for starting a small business. You and your team will submit an executive summary of your business plan. You should convey that you understand your service or product concept, how you will make your concept successful, and make your proposal interesting to grab the attention of the selection committee. The contest is part of CCC’s Entrepreneur Expo 2016.

The theme for Entrepreneur Expo 2016, sponsored by the NC Biotechnology Center and the Cleveland Community College Foundation is “Growing Cleveland County.” Proposals for the Fast Pitch competition will ideally have an agricultural, vinicultural, or biological/biotech element, but the selection committee will not reject other innovative approaches to growing a business. Previous FastPitch contest winners are excluded from this year’s event. Participants must be either a resident of or attend school in Cleveland County.

Your executive summary should be written in good business form in MS Word, and not exceed 500 words. Submit your executive summary in an email attachment to Dr. John Lattimore, Dean of Business and Allied Health at CCC, lattimorej@clevelandcc.edu. Your executive summary should have the following points and can be either completely fictional, or can be part of a real ongoing business startup:

- Summarize your business plan and product or service concept.
- Describe how the concept solves a problem or serves a need.
- Describe your marketing plan.
- Describe how you plan to finance your business and the sources and uses for startup and working capital.
- Describe how you will operate the business over a three to five year timespan with a pro forma income statement showing sales, operational costs and expenses, and projected profit.
- Provide background of the business’ key people, their positions, and their ability to develop the business concept into a successful business.
- Conclude with an “Ask,” a request to a panel of bankers for a loan for startup and operating capital.
If your business plan executive summary is selected to be a contest finalist, you and your group will make your five-minute “Fast Pitch” to the bankers at Entrepreneur Expo 2016. The Expo will be held Tuesday, April 26, 2016 at the LeGrand Center, second floor conference area, located at 1800 E. Marion Street in Shelby. The panel will select the winning “Pitch” for prize money for each of four divisions -- high school, community college, university and community.

The winners from each division will be offered one hour of free business counseling to help develop the plan into action.

Some resources to help you develop your executive summary:

- Cleveland Community College Small Business Center (short courses — free tuition):
  http://clevelandcc.edu/index.php?page=small_business_center

Information on Agriculture, Viniculture (wine, beer), Biology or Biotechnology:
- http://ncbiotech.org/
- http://www.ncbionetwork.org/
- https://cleveland.ces.ncsu.edu/

For information to support what it takes to obtain startup and working capital, usually a “micro loan” ($5,000 to $25,000),
- The North Carolina Rural Center website:

- The Self Help Credit Union website:
  o https://www.self-help.org/business/loans/small-business-loans

- The Support Center website:
  o https://thesupportcenter-nc.org/

TV programs available on the internet that may be helpful in developing your business plan executive summary and Fast Pitch:
- Shark Tank, http://abc.go.com/shows/shark-tank

For further information on the FastPitch competition, please contact:

| John Lattimore, Dean, Business & Allied Health, Cleveland Community College, 704-669-4020, lattimorej@clevelandcc.edu | Steve Padgett, Director, Small Business Center, Cleveland Community College 704-669-4146, padgetts@clevelandcc.edu |
Name of your business:

Check category and identify your institution or community affiliation:

- High School
- Community College
- University
- Community

Name of business principals/presenters (up to three presenters) that we may contact with questions:

Principal/Presenter 1: (name)
Phone Number:
Email Address:

Principal/Presenter 2: (name)
Phone Number:
Email Address:

Principal/Presenter 3: (name)
Phone Number:
Email Address:

Checklist for submission: Make sure you send the following to lattimorej@clevelandcc.edu no later than April 1, 2016:

- Cover Sheet
- Executive Summary of 500 words or less