

2017 Cleveland Community College Foundation FastPitch Business Plan Competition: “Funding to Grow Your Business” Proposal Deadline: April 10, 2017.

Announcing the 2017 Cleveland Community College Foundation FastPitch Business Plan Competition. This contest is designed for budding entrepreneurs to present a plan for starting a small business. You and your team will submit a brief summary of how you plan to start or grow your business. You should show that you understand your service or product concept, how you will make your business successful, and make your proposal interesting to grab the attention of the selection committee. The contest is part of CCC's Entrepreneur Expo 2017.

The theme for Entrepreneur Expo 2017, sponsored by the Cleveland Community College Foundation, is “Funding to Grow Your Business.” Proposals for the FastPitch competition will ideally have a “life sciences” 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 written summary should be composed in good business form in MS Word, and should not exceed 500 words. Submit your plan summary in an email attachment to Dr. John Lattimore, Dean of Business and Allied Health at CCC, lattimorej@clevelandcc.edu. Your plan summary should have all or most of the following points

- Describe in some detail your product or service.
- Describe how your product or service solves a problem or serves a need.
- Describe your marketing plan.
- Describe how you plan to finance your business.
- Describe how you will operate the business in year one, with an income statement showing your projected sales, costs and expenses, and projected profit. If you are projecting a loss, state when will you plan to break even.
- Provide background of the management team, their positions, and what they will do to make the business successful.
- Conclude with an “Ask,” a request to a panel of judges for prize money to put into your business, with a plan on how you would use the prize money.

If your business summary is selected to be a contest finalist, you and your group will make a five-minute “FastPitch” to the judges at Entrepreneur Expo 2017. The Expo will be held Tuesday, April 25, 2017 at the LeGrand Center, 1800 E. Marion Street in Shelby. The judges will select the winning “Pitches” for first, second, and third prize



money in two divisions: Community and Education. The Community Division will consist of current entrepreneurs, or entrepreneurs who plan to start a business. Prizes will be awarded in the Community Division for first prize, \$600, second prize, \$250, and third prize \$150. The Education Division will consist of student teams from high school or college who are competing as a class project or assignment. Prizes in the Education Division will be \$300 for first prize, \$125 for second prize, and \$75 for third prize.

The Cleveland Community College Small Business Center offers free business counseling to help develop a business plan.

Some resources to help you develop your business summary:

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

Information on Life Sciences:

- North Carolina Biotechnology Center <http://ncbiotech.org/>
- NC State University Extension Service <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:
http://www.ncruralcenter.org/index.php?option=com_content&view=article&id=82&Itemid=247
- The Self Help Credit Union website:
 - <https://www.self-help.org/business/loans/small-business-loans>
- Carolina Small Business Development Fund
 - <https://carolinasmallbusiness.org/>

TV programs available on the internet that may be helpful in developing your business summary and FastPitch:

- Shark Tank, <http://abc.go.com/shows/shark-tank>
- The Profit, <http://www.cnn.com/live-tv/the-profit>

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
--	---



CLEVELAND COMMUNITY COLLEGE FOUNDATION FastPitch Business Summary Cover Page

Name of your business:

Check category and identify your division:

- Community FastPitch (for planned/existing business)
 - Educational FastPitch (for class project or assignment)
-

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 10, 2017**

- Cover Page
- Business Summary of 500 words or less with projected business income

