



STUDENT REGISTRATION DEADLINE MARCH 6, 2016

Cash Prizes will be awarded for Best Executive Summary Business Plan, Best Product Display/Pitch, as well as overall Champion.

MARCH 24, 2016

9AM - 1:30PM
Lansing Center

★ **EXECUTIVE SUMMARY BUSINESS PLAN** **50 % OF TOTAL SCORE**

Each student is required to submit a 2-page executive summary business plan.

Contents of the Executive Summary should include:

1. Problem
2. Solution
3. Target Market
4. Marketing
5. Financial Summary
6. Competition
7. Team
8. Why is this good for the Lansing region?
9. Next Steps

★ **PRODUCT / SERVICE DISPLAY / PITCH** **50 % OF TOTAL SCORE**

Each student is required to display their idea/business in some fashion. An 8 foot table will be provided for the students' use. Students will have access to power. Students will not have access to WIFI.

★ **CHAMPION**

One student team will win the coveted Champion Award using their overall scores for Best Executive Summary Business Plan & Best Product Display/Pitch.

\$1,000 Cash Prize!

Visit www.purelansing.com/youthstartup for more information.
Registration is from January 1 - March 6, 2016.

