



DECI PRESENTS
Jump-Start
Downtown Eau Claire

**Win up to
 \$5,000
 in
 start-up
 capital!**

Application for Jump-Start Downtown Business Competition

Application Deadline: September 1, 2017

Applicant Name(s) _____

Business Name _____

Current Address _____

City _____ State _____ Zip _____

Email Address _____ Telephone _____

Type of Business _____

Please attach a copy of your business plan. The plan must include the following:

- Executive Summary (10 points)
- Business Description (10 points)
- Timeline (5 points)
- Competition/Market Analysis (10 points)
- Marketing Plan (10 points)
- Management Plan (10 points)
- Financial Plan (10 points)
- Viability (30 points)
- DECI Membership (5 points)

I/We, the applicant, understand that this business plan will not be disclosed to any person, firm or company, except as deemed necessary in order to evaluate, interview and judge for the Jump-Start Downtown Business Competition, or when faced with a legal obligation to do so. The business plan remains the intellectual property of the applicant and all copies of said plan will be returned to the applicant upon request. I/We understand that the judges' decision is final.

Applicant _____

Date _____

Applicant _____

Date _____

We encourage you to seek assistance on your business plan at one of the following:
 Western Dairyland Business Center (715) 836-7511
 Small Business Development Center (715) 836-5811
 Western Wisconsin SCORE (715) 834-1573

For questions & more information, visit
www.downtowneauclaire.org/jumpstart
 and DECI's Facebook page,
 call (715) 839-4914, or
 email Ray French at
Ray.French@eauclairewi.gov



www.downtowneauclaire.org
 (715) 839-4914



Questions?



“Jump-Start Downtown” Business Competition

Business Plan Evaluation Form

Business Name: _____

Applicant’s Name: _____

Evaluation Criteria	Points Possible	Points Awarded
DISQUALIFICATION CRITERIA: <ul style="list-style-type: none"> • Plan was not submitted with an application • Proposed business location is outside downtown boundaries • Business was already located downtown prior to entry in competition • Business will not open until after September 1, 2018 	PLAN DISQUALIFIED	
Executive Summary – clear & concise, one page max	0-10	
Business Description <ul style="list-style-type: none"> • Describes business idea completely and accurately • Lists potential downtown location that realistically fits the business’s needs • Lists appropriate and sufficient business hours • Business complements existing mix of businesses downtown 	0-10	
Timeline – presents a feasible timeline for start-up	0-5	
Competition/Market Analysis – demonstrates a clear knowledge of market trends and existing competition	0-10	
Marketing Plan <ul style="list-style-type: none"> • Targets a market large enough to support the business • Understands the need to rely on more than foot traffic to make sales • Has an advertising plan with realistic objectives and costs • Has an effective promotional strategy to create location awareness • Utilization of appropriate DECI marketing programs 	0-10	
Management Plan <ul style="list-style-type: none"> • Outlines managerial roles and responsibilities • Lists credible resources for legal, accounting, and other business services which applicant does not have expertise in • Assets, experience, or expertise that the owners have that will benefit DECI through volunteerism • Résumé(s) of owner(s) – demonstrates sufficient knowledge and experience to run the proposed business, includes references 	0-10	
Financial Plan <ul style="list-style-type: none"> • Explains what the Jump-Start Downtown prize money will be used for • Includes pro-forma income projections for the next three years • Shows break-even point • Accurately assesses all expenses (e.g., equipment and inventory purchases, sign costs, marketing budget, building investments, rent, utilities) • Shows division of revenue (e.g., reinvestment in business, employees’ salaries and benefits, owner’s salary) • Will have the financial resources needed for start-up and operation 	0-10	
Viability <ul style="list-style-type: none"> • Likelihood of success in downtown area • Business will benefit the downtown area • Business will draw community to the downtown area 	0-30	
DECI Membership <ul style="list-style-type: none"> • Business is a DECI member at the time of application 	0-5	
TOTAL POINTS	100	