

# IDEAS 2 ENTERPRISE

## I2E: A BUSINESS PLANNING COMPETITION

In Ignite's continuing effort to support and grow Washington County businesses, this program will be a platform for launching new businesses and growing existing ones.

### BACKGROUND

The program will entail:

- a five-session workshop (3 hours per session) designed to assist in developing a business model/plan for a new or existing venture
- the submission of a completed plan to a grant committee and the selection of grant awardees

*Grant award recipients will also receive business counseling from dedicated subject matter experts who will be available to provide support in continuing to hone the submitted business plan.*

### PURPOSE

The Program aims to provide subject matter, consultative support and capital to Washington County entrepreneurs and build a culture of empowerment, education, connectivity and support.



### PROCESS

Workshops will be held over five weeks, one day per week.

Workshop Session Topics:

- Market Assessment and Research
- Marketing and Sales Strategy Development
- Financial Modeling
- Operations Planning

Upon completion of program, participants must submit a final written business plan to the Ignite selection committee who will select at least three finalists to present his or her plan to the independent committee.

### TO APPLY

Participants must submit the following in order to be considered for the Program:

- Category:** New Venture (concept/idea phase) or **Existing Business** (doing business for more than six months)
- Personal statement and/or entrepreneurial story
- Intended use of funds

Visit [igniteforsuccess.org](http://igniteforsuccess.org) for more details!

OWNED & OPERATED BY

**WASHINGTON  
& JEFFERSON  
COLLEGE**