



Student Great Idea Contest
(Encouraging Young Entrepreneurs)

Name: _____

School: _____

Address: _____

Phone: _____

Email: _____

Contest Questions

Product

1. What is your invention or innovative idea?
2. What need will your idea fill?
3. How will your idea fill the need?
4. Do you want to turn your idea into a business?

Market/Customer

1. Who is your ideal customer?
2. What is the size of the market?
3. What are the characteristics that define your customer as a group? (demographics, likes – dislikes)
4. How will you reach your customer?

Price

1. How will you determine the price of your product or service? Base this answer on what the product will save your customer in time, money, safety, stress, convenience, etc?
2. Are there additional ways for your business to generate income money? (i.e. consultation or maintenance of your product or service, product upgrades)



Competition

1. How will your product/service compete with similar products on the market?

Management

1. What strengths do you bring to the business?
2. Who is the team that can take this product/service to market and why are they qualified?

Complete Registration Form can be submitted to:

- Email to: tusc.sbdc@kent.edu, Fax: 330.308.7552
- Mail to: SBDC, 330 University Dr. NE, New Philadelphia, OH 44663
- Deadline registration is Feb. 15th
- Call 330.308.7479 for more information regarding the application process.

Thank You to Our Partners

Adventure Harley-Davidson
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