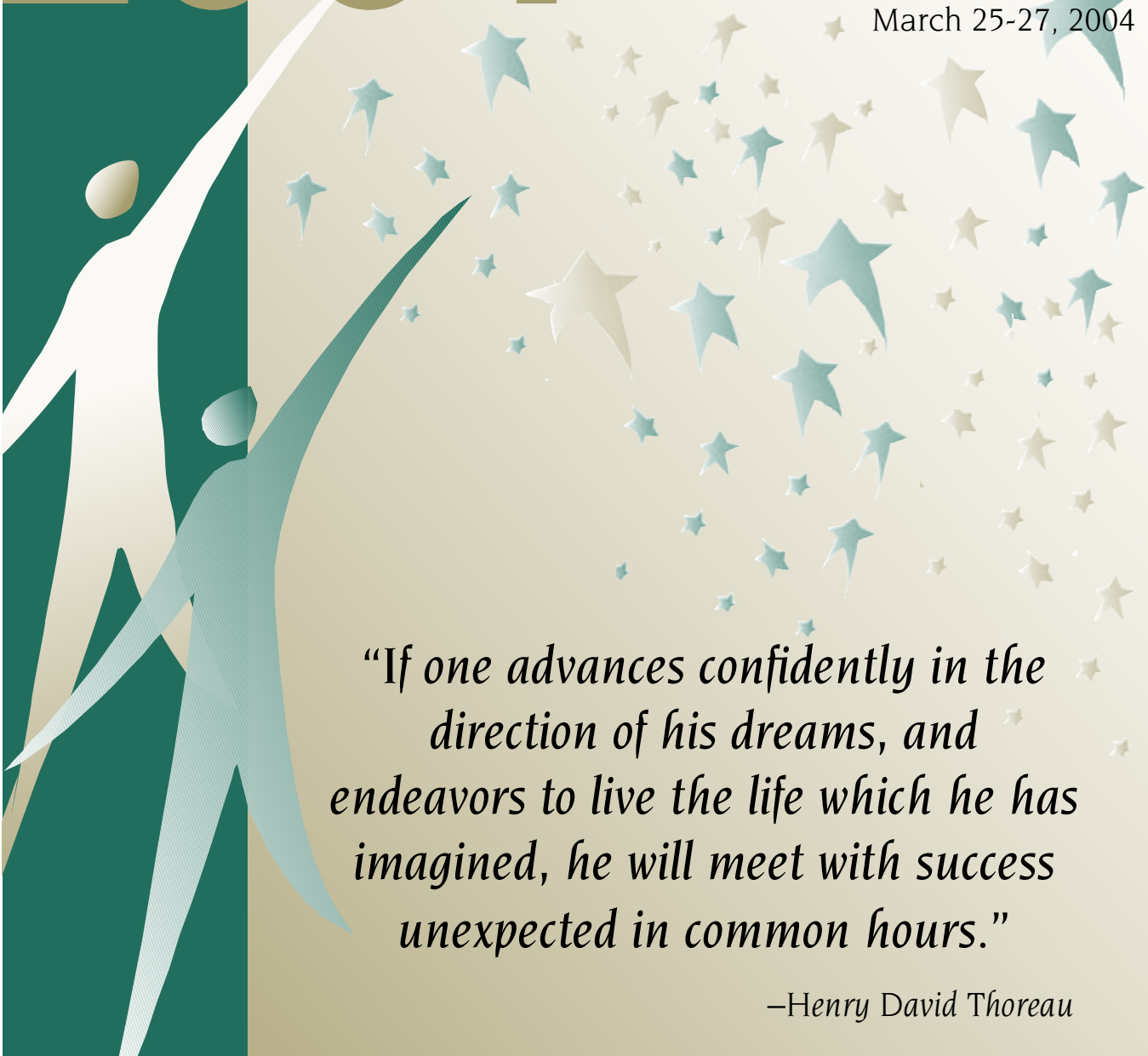


# 2004 Enterprise Creation Competition

The Preeminent International Undergraduate Business Plan Competition

March 25-27, 2004

An illustration on the left side of the page shows two stylized human figures in white and teal. The figures are reaching upwards with their arms extended, as if striving for a goal. The background is filled with numerous stars of various sizes and colors (teal, gold, and white), scattered across the right side of the page. The overall theme is one of aspiration and achievement.

*“If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with success unexpected in common hours.”*

—Henry David Thoreau

---

**You are cordially invited to participate in the  
Preeminent International Undergraduate  
Business Plan Competition**

**Competition held at Ball State University, Muncie, IN**

# — HOSTS —

## Midwest Entrepreneurial Education Center

Miller College of Business  
Ball State University  
<http://www.bsu.edu/entrepreneurship/>

The Midwest Entrepreneurial Education Center is the research, training, and development facility of the nationally ranked Entrepreneurship Program at Ball State University. Founded by Dr. Donald F. Kuratko over 20 years ago, the Ball State University Entrepreneurship Program, which offers an undergraduate major and an MBA in entrepreneurship, has continually earned national rankings including: Top 20 in *Business Week* and *Success* magazines; Top 10 business schools for entrepreneurship research (*Journal of Management*); Top 5 in U.S. *News & World Report's* elite ranking (including the #1 state university for Entrepreneurship), and *Entrepreneur* magazine's #1 regional university for entrepreneurship. The Midwest Entrepreneurial Education Center (which Dr. Kuratko developed at Ball State University) has received the *Quality Improvement Award* from the state of Indiana (1998, 1999, and 2000) and the *NASDAQ Center for Entrepreneurial Excellence Award* (2000).

The Center's mission is to develop the entrepreneurial perspective in individuals at the collegiate and adult levels, and to develop an entrepreneurial environment throughout the Midwest. This center is supported by a number of major organizations: NASDAQ; the Kauffman Foundation; Eli Lilly & Co.; Beacon Venture Capital, Inc.; Anthem; Monument Advisors; Ernst & Young, LLP; Papa John's International; and Vectren Corporation. Special programs include corporate entrepreneurship seminars, entrepreneurial executive retreats, ACE-NET (Angel Capital Network), the Enterprise Creation Competition, and The Idea Accelerator Initiative. The Center has been designated as the administrative home of the National Consortium of Entrepreneurship Centers (a consortium of over 80 major university centers). Most recently, the BSU Entrepreneurship Program has developed The Entrepreneurship Dynamics Laboratory where entrepreneurs with emerging technological ideas work with students to further develop the concepts into commercial initiatives.

## Department of Entrepreneurship and Emerging Enterprises

and the Falcone Center for Entrepreneurship  
Syracuse University  
<http://www.som.syr.edu/eee/>

The Department of Entrepreneurship and Emerging Enterprises (EEE) and the Falcone Center exist to foster leading edge research, teaching and practice in the field of entrepreneurship. The program's motto is "Dream, Believe, Pursue". It reflects a mission of infusing the classroom, the campus, the community, and the nation with a spirit of innovation and a belief in finding a better way. Entrepreneurship is approached not as a discrete event, but as a philosophy of life.

Entrepreneurship is a central thrust of the School of Management. The EEE program sponsors an integrated set of academic and outreach initiatives. At the core of the program is an array of highly innovative courses reflecting the many facets of the entrepreneurial experience. The EEE program includes an undergraduate major in entrepreneurship, and undergraduate minor, an MBA concentration, and doctoral study. A number of new curriculum initiatives are being implemented around a theme of "university-wide entrepreneurship".

In addition, the EEE program supports the Enterprise Creation Competition, The Experiential Classroom, a campus-wide business plan competition, a campus technology business incubator, the Kauffman Entrepreneurial Internships, an annual Bootcamp for prospective entrepreneurs, a symposium on women and entrepreneurship, the annual October Entrepreneurship Forum, and an Entrepreneur in Residence. The EEE program also hosts the Global Entrepreneurship Academic Conference and is the home for two academic journals, the *Journal of Developmental Entrepreneurship* and the *Journal of Entrepreneurial Finance and Business Ventures*.

Syracuse University, a recognized leader in both undergraduate and graduate education, is one of the largest, most comprehensive independent universities in the nation.

# 7th annual Enterprise Creation Competition

AN UNDERGRADUATE COMPETITION

## Awards

### Student Teams

1st Place	\$7500
2nd Place	\$3500
3rd Place	\$1000

- Most Innovative/Creative Plan \$500
- Best Entrepreneurial Effort \$500
- The Remaining Finalist Teams \$300

*Note: Teams are eligible for no more than two awards.*

## The 2003 Competition Winners

### 1st Place

Westmont College

### 2nd Place

Southwest Texas State University

### 3rd Place

University of Arizona

## Competition

The Enterprise Creation Competition gives undergraduate students the opportunity to develop business ventures that demonstrate the ability to be successfully launched. New ventures for the purpose of this competition may be start-up companies, buyouts, expansions of existing companies, or site-specific franchises.

Student teams are encouraged to create and present a plan that clearly illustrates creativity and potential for success. Newly created enterprises rely as much on the presentations of the concept as they do on the detailed business plan and financial projections.

All entries will be evaluated, based on the written plan, by a preliminary judging panel provided by Ernst & Young, LLP. Nine finalists will be selected and invited to compete at Ball State University. Enterprises will then be evaluated on both the written plan and the oral presentation. Plans will be returned to all teams with comments and feedback from judges.

## Eligibility

Institutions:

- One team per college or university is eligible.
- All entries must be prepared under faculty supervision.

## Students and Teams

- All team members must be students enrolled in school (current or previous year).
- As many as five team members may prepare the business plan, but only three team members will be allowed to present the plan at the competition.
- At least one member of the team must hold a senior-level management position in the proposed new venture.
- Business plans must be original work of the student teams.

## Judging

All judges will be selected by an independent third party. Ernst & Young, LLP will provide preliminary judges and will select a panel of nationally recognized Entrepreneur of the Year recipients for the final rounds of competition. Final judging will be based on the following criteria:

- Thoroughness of business plan (based on Judges Assessment Instrument)
- Creativity of the new venture idea
- Presentation of the written and oral plan
- Financial viability

## Timeline

January 9, 2004	Intent to Compete Form Due
January 16, 2004	Registration Form Due
January 30, 2004	Plan Submission due to Ernst & Young
February 20, 2004	Announcement of qualifying teams
March 25, 2004	Welcome to Ball State University
March 26, 2004	Semi-final round of competition
March 27, 2004	Final round of competition

## Enterprise Creation Competition Registration

Contact name: \_\_\_\_\_

Institution: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_ **Yes**, we intend to submit a business plan for the 2004 competition.

\_\_\_\_ **No**, we do not intend to submit a business plan for the 2004 competition.

\_\_\_\_ Please send us additional information.

### Mail, Fax or E-Mail Registration to:

Midwest Entrepreneurial Education Center  
Miller College of Business  
Ball State University  
Muncie, IN 47306  
Tel: (765) 285-9002, Fax: (765) 285-9003, E-Mail: [mailes@bsu.edu](mailto:mailes@bsu.edu)



# — SPONSORS —



**BeaconVentureCapital.com**

<http://www.beaconventurecapital.com>

BeaconVentureCapital.com is a division of Beacon Global Advisors, Inc., a U.S. registered broker/dealer and investment advisor for high-net-worth individuals and institutions. Beacon Global Advisors maintains a prime broker and correspondent clearing agreement with Bear Stearns and Company in New York, one of the largest financial services companies in the world. Through its family of hedge and market neutral funds, Beacon Global Advisors manages over \$300 million in assets for clients in the Americas, Europe and Asia. BeaconVentureCapital.com operates a proprietary Internet-based network linking independent broker/dealers and family offices to private quality investment opportunities. Beacon acts as both a private placement service to its members and a venture capital firm taking an active role in its investments and lending managerial advisory services to companies when necessary.

**Anthem**

<http://www.anthem.com>

Anthem's mission is to improve the health of the people we serve. The company strives to offer access to high quality health care through the broadest network of physicians and hospitals at the best possible price. Anthem, Inc. is an Indiana-domiciled publicly traded company that, through its subsidiary companies, provides health care benefits to more than 11.7 million people. Anthem is the fifth largest publicly traded health benefits company in the United States and an independent licensee of the Blue Cross and Blue Shield Association. Anthem is the Blue Cross and Blue Shield licensee for Indiana, Kentucky, Ohio, Connecticut, New Hampshire, Colorado, Nevada, Maine, and Virginia, excluding the immediate suburbs of Washington, D.C. As of June 30, 2003, Anthem had assets of \$12.9 billion and full year 2002 revenue of \$13.3 billion.



**MONUMENT  
ADVISORS**

<http://www.monumentadv.com>

Monument Advisors, an Indiana Merchant Bank, offers middle market companies throughout the Midwest, a full line of corporate finance services, a dedicated Mezzanine fund, and an Equity and Mezzanine fund which is currently in the fund raising stage.

Monument develops close relationships with the business owners, operators and investors that they work for, and pride themselves on listening to client needs and developing financing alternatives that best meet their needs.



<http://www.nasdaq.com>

NASDAQ is the fastest-growing U.S. stock market, the market of choice for growth companies, and the leading market for Initial Public Offerings (IPOs). The company facilitates capital formation by developing, operating and regulating the most liquid, efficient and fair securities market available to the investor. NASDAQ seeks to build the world's first truly global securities market.

**ERNST & YOUNG LLP**

<http://www.ey.com>

The nation's fastest growing service firm, Ernst & Young, LLP, provides assurance and advisory business services, tax services and consulting for domestic and global clients. The Ernst & Young Entrepreneurial Services group is dedicated solely to meeting the business needs of owner-managed businesses worldwide. As the leading integrated professional services firm in the U.S., Ernst & Young, LLP has 25,000 employees and 87 locations.



## Enterprise Creation Competition

*The Preeminent International Undergraduate Business Plan Competition*

March 25-27, 2004

# 7th annual