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.

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WASHINGTON & JEFFERSON COLLEGE

ignite

PROCESS

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

February 2023 Cohort:
Starts week of February 6th

Workshop Session Topics:

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

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 for more details!