

**Rider University's Center for Entrepreneurial Studies presents
The 1st Annual High School Business Concept Competition
2015**

High school students are encouraged to design and submit a business concept of their choosing for prizes and recognition. The 300 (maximum) word business description should clearly identify the product or service, who or what is the typical customer for this product or service, why the customer will want this product or service, and describe how the product or service will be provided to the customer.

The following factors are essential in any successful Business Concept:

- The product and/or service is clearly identified [so that readers / judges can easily visualize the product or service]
- The market being addressed (the customers) is clearly identified, and is of sufficiently large enough quantity to support the business concept
- The reason that the market wants/needs this product/service is clearly identified and addresses a real want/need of the potential customers
- The method and/or location of delivering the product/service appears reasonable for the concept and is clearly identified (e.g. retail outlet in downtown Princeton NJ, or Internet-based e-commerce site, or selling products via established retail chain such as Gap or Justice)

Additional factors that will help the business concept with regard to the competition:

- The name identified for the business or product/service makes sense in regard to the overall business concept [will the name attract potential customers to the product/service]
- The idea/opportunity is creative, original, and memorable
- The market opportunity and potential returns are large enough to support the business and appear to be reasonable/believable
- Your passion and reason for wanting this business concept to succeed is clear
- The pitch information is presented in a clear, concise, and logical order

The five finalists will be invited to Rider University (family and friends are also invited to attend) to present their concept live, to a panel of judges.

The top three finalists will receive a 2-year \$1,000 annual scholarship to attend Rider University¹ as an Entrepreneurial Studies Major, while those finishing in 4th and 5th place will receive a 2-year \$500 annual scholarship for the same purpose.

The top two finalists will also receive cash prizes (\$1,000 and \$500 respectively).

All five finalists will receive several hours of mentoring and a plaque.

¹ Assuming acceptance at Rider University as an Entrepreneurial Studies (ES) Major, and continuing as a Rider ES major in good standing for year 2.