

Business Plan Assistance

If you need help with any part of your business plan, the Minnesota Small Business Development Center (MnSBDC) can provide one-on-one coaching at no cost to you. MnSBDC is offering the following workshops:

Business Planning and Start-up

September 21st

Financing your Business

October 5th

Product Planning—Products, Pricing & Profits

October 19th

Marketing your Business

November 2nd

Each of the workshops will be 5:00pm-7:30pm. Those who attend a workshop or receive coaching can request a Certificate of Engagement to submit with their Startup Moorhead application for points. Individual registration required. For more information contact the MnSBDC at:

West Central MnSBDC

Concordia College
901 8th Street South
Moorhead, MN 56562
Phone: 218.299.3037
sbdc@cord.edu



Program Rules

Applicants must be age 18 or older.

Businesses must open prior to December 31, 2018 within Moorhead, MN, city limits or prize money is to be returned.

Businesses must not already be in operation within Moorhead City Limits at the time of submission.

New product or service lines to existing Moorhead businesses will be considered on a case-by-case basis.

Applicants with outstanding taxes payable to the City of Moorhead are not eligible to win prize money, unless the award covers the outstanding debt in full. The debt will be deducted from prize money, and any remaining funds will be issued to the winner.

Submission deadline is 4:30 p.m. on the due date listed. Late submissions will not be accepted.

SBDC Coaching and workshops are optional.

Only one coaching session or workshop is needed to request a Certificate of Engagement from the SBDC. Additional coaching or additional workshops do not result in additional program points.

The Moorhead EDA reserves the right to accept or reject any business plan.

Participants retain all rights to their business plan and ideas at all times.

If business plans do not meet the evaluation criteria, as determined by the judges panel, prizes will not be awarded.

Judges' decisions are final.



500 Center Ave
PO Box 779
Moorhead, MN 56560

Startup Moorhead

2017

A Business Plan
Competition



**MOORHEAD
ECONOMIC
DEVELOPMENT**

in partnership with



MINNESOTA STATE UNIVERSITY
MOORHEAD



Startup Moorhead

The Economic Development Authority is committed to creating programs that support Moorhead's entrepreneurial community, and is proud to announce the launch of Startup Moorhead!

Startup Moorhead is a business plan competition aimed at cultivating growth in our business community by putting capital in the hands of our local entrepreneurs when it is needed most.

This program is launched in partnership with MSUM and the SBDC.

Grand Prize

\$5,000 cash award

Runner-Up

\$1,000 cash award

Honorable Mention

\$500 cash award

Evaluation

An independent panel of MSUM faculty will evaluate business plan submissions based on the following scoring criteria:

- Executive Summary - 5 points
- Business Description - 10 points
- Timeline - 10 points
- Market Analysis - 15 points
- Marketing Plan - 15 points
- Management Plan - 15 points
- Financial Plan and Projections - 20 points
- Resume of Owner - 5 points
- SBDC Certificate of Engagement - 5 points

Detailed evaluation criteria is available at www.CityofMoorhead.com/Startup

The top three submissions will be invited to present their business idea at the Startup Moorhead Banquet at MSUM, where the winner will be determined and prizes will be awarded.

Eligibility and Entry

Startup Moorhead is open to all businesses in any industry looking to start or relocate to Moorhead by December 31, 2018.

A new product or service line to a current Moorhead business may be eligible, and will be considered on a case-by-case basis.

Business Plans and program application should be submitted to:

**Moorhead EDA
500 Center Ave
PO Box 779
Moorhead, MN 56560**

Deadline

4:30 p.m. on December 1, 2017.

Questions

For questions, please contact Cindy Graffeo, EDA Executive Director, at 218.299.5302 or by email at cindy.graffeo@cityofmoorhead.com.