

To apply, complete the online application at <https://tiny.utk.edu/GravesApply>.

Spring 2020 Graves Business Plan Competition

APPLICATIONS DUE THURSDAY, MARCH 5 BY 11:59 p.m.

The Graves Business Plan Competition, hosted by the Anderson Center for Entrepreneurship & Innovation, offers University of Tennessee, Knoxville students enrolled in undergraduate and master's degree programs the opportunity to win start-up capital for an original business idea. Prizes are awarded for first, second, and third place in two business categories: growth and lifestyle. Students can apply as an individual or as a team.

For more information about the Graves Business Plan Competition, visit <https://tiny.utk.edu/Graves> or email ACEI@utk.edu.

Interested in the Student Financial Advisor program? Apply online at <https://tiny.utk.edu/GravesFinancial> and learn more at <https://tiny.utk.edu/Graves>.

* Required

1. Email address *

Applicant Information

Tell us about yourself and your team (if applicable). NOTE: Your business does not need a team in order to compete. You can compete as an individual.

2. Applicant Name *

First and Last Name. This person will serve as the main contact for your business/idea during the competition.

3. Academic Year *

Applicant's academic year.
Mark only one oval.

- Freshman
- Sophomore
- Junior
- Senior
- Graduate

4. Major and Minor *

Applicant's major and minor (or concentration/collateral).

5. Do you have a team?

NOTE: Your business does not need a team in order to compete. You can compete as an individual. Mark only one oval.

- I am competing with a team.
- I am competing as an individual. *Skip to question 6.*

Team

NOTE: Your business does not need a team in order to compete. You can compete as an individual.

For each team member, please provide:

- Name
- Email
- Academic year
- Major
- Describe the team member's role

6. Team Members

Business Information

Tell us about your business/idea. Answer each question to the best of knowledge.

7. What is the name of your business/idea?

8. Describe the problem your business/idea solves or the need it meets.

150 words max.

9. Describe how your business/idea solves the problem or meets the need.

150 words max.

10. Who are your customers or potential customers?

Who will buy your product/service? What is the size of your customer base? 150 words max.

11. Who are your competitors? Describe your business/idea's competitive advantage.

150 words max.

12. How will your business/idea make money?

How will you sell your product/service (e.g. direct sales, subscription, usage fee, rental, etc.)? 150 words max.

13. What does your business/idea need to get started or to grow?

What will help bring your idea into reality or help develop your early-stage company (e.g. Money (how much?), mentorship, market research, equipment, property, technology, legal services, etc.)? 150 words max.

14. Why would a potential customer buy your product/service?

Customers have many available options. What makes your product or service appealing? 150 words max.

15. What makes you shine?

What do you and/or your team bring to your business/idea that sets you apart. 150 words max.

16. Is there anything else you would like us to know about your business/idea?

PLEASE NOTE: These are not prerequisites to apply, but if you have additional information about your business/idea (website/social media, prototype, customer sales/feedback), you can share there here. 150 words max.

Financial Information

Tell us how you anticipate that your business/idea will operate financially. Answers these questions to the best of your knowledge.

17. How many units do you think you will sell?

The definition of a unit will depend on your business/idea. Generally, a unit is the thing or your customer is buying. A unit could be a product, a service, a download, etc.

18. What is your selling price per unit?

What will you charge your customer for each unit you sell?

19. What do you expect the cost will be to produce one unit?

How much money will you spend to make a single unit available to sell?

20. What are your other costs?

What costs will you have outside of manufacturing the product or providing the service (e.g. marketing, administrative, sales, etc.)?

21. What are your expected sources of funding?

How will you get money to fund your business/idea (e.g. investors, friends, family, etc.)?

A copy of your responses will be emailed to the address you provided

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