

EagleBiz Entry Packet

What is EagleBiz?

The EagleBiz award is a cash awarding competition administered by the Collegiate Entrepreneurial Organization (CEO) and is open to all FGCU students who own their own businesses. The competition will consist of one or two rounds. The first round (which will be skipped in the event of less than 3 entries) will consist of FGCU faculty judging written summaries of the businesses and paring the list down to three businesses that will go on to the second round. The second round will be judged by a panel of local entrepreneurs and other business people who will select the first, second, and third place winners. Prizes of a predetermined amount will then be awarded to those winners.

How do I enter?

All FGCU student who own a business are eligible, to enter fill out the enclosed entry form and provide an essay that addresses the provided outline of your business.

What are the key dates in 2009?

- Entries will accepted until November 12
- Semifinalists will be notified by November 19

How does the judging work?

Entries in the first round will be judged based on the document's logic and clarity of demonstrating the sustainability and growth potential of the business. Each judge will rank the entries and average. The top three will move on to the final round.

For the final round, the judges will be sent the three written entries in advance of the formal presentations. This will allow each of the judges to familiarize themselves with the businesses and prepare any questions they might wish to ask.

The actual final judging phase will consist of the panel of judges and the the finalist (those not presenting are to wait outside). Each finalist will be allowed 20 minutes before the judges, to be divided between setup, PowerPoint presentation, and Q&A at their discretion.

Scoring for final round: After each presentation, the judges will fill out score cards for the presentation based on a scale of 1-10 for each category. The judges will use the following weighted criteria. After the completion they will also be asked to rank the entries, which will be used to break any tie.

- Summary of Business (35%)
 - Innovativeness/creativity (30%)
 - Obstacles overcome (10%)
 - Social impact of business (10%)
 - Concern for customer and quality (20%)
 - Profitability/appropriate capitalization (10%)
 - Intangibles (gut feel) (20%)
- Presentation (25%)
 - Formal Presentation (50%)
 - Questions and Answers (50%)
- Long Term Viability of Company (40%)
 - Scalability (50%)
 - Sustainability (50%)

FGCU CEO CLUB
EAGLEBIZ
Entry Form

Name: _____

Business Name: _____

Address: _____

Phone Number: _____

E-Mail: _____

Business Website: _____

Prepare a written summary of your business based on the following outline.

- Description of the business
 - A one or two paragraph description of the business
- Target Market
 - What market needs does the product/service address?
 - Who is the target customer?
 - Estimated size and value of market (current and projected).
- Competitive Landscape
 - Overview of competitive landscape.
 - What are your competitive strengths?
 - Describe your competitors' strengths and weaknesses.
 - What are the barriers to entry?
- Outline company's history (dates, milestones, number of employees, and growth)
- Review Business operations based on
 - Innovativeness/creativity
 - Obstacles overcome
 - Social impact of business
 - Concern for customer service
 - Concern for product/service quality
 - Use of the Internet in the operations of the business

Business summary must not exceed 2000 words or six pages.

Please turn this page in along with your essay to Dr. Segal in Lutgert Hall Room 3363 by November 12, 2009.