Graves Business Plan Competition 2018

APPLICATIONS DUE BY MIDNIGHT MARCH 22, 2018. The annual Graves Business Plan Competition, hosted by the Anderson Center for Entrepreneurship & Innovation, offers University of Tennessee, Knoxville undergraduate students the opportunity to win startup capital for an original business idea. First, second and third prizes of $5,000, $3,000 and $2,000 are awarded in two business categories, growth and lifestyle. Students can apply as an individual or as a team. Questions about the competition or application? Information sessions are available March 6, 8-9 a.m. and 4-5 p.m. in Haslam Business Building, Room 316. Attendance at these sessions is not required in order to apply. For more information about the Graves Business Plan Competition, visit tiny.utk.edu/graves or email ACEI@utk.edu.

* 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

4. Major and Minor *
   Applicant's major and minor
5. **Do you have a team?**
   NOTE: Your business does not need a team in order to compete. You can compete as an individual. If your business/idea includes team members, please provide the NAME, EMAIL, ACADEMIC YEAR and MAJOR for each team member. Describe each member's role on the team.

---

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

6. **What is the name of your business/idea?**

---

7. **Describe the problem your business/idea solves or the need it meets.**
   150 words max.

---

8. **Describe how your business/idea solves the problem or meets the need.**
   150 words max.

---

9. **Describe your target market.**
   How large is your target market? Who is your target market? 150 words max.
10. **Who are your competitors? Describe your business/idea’s competitive advantage.**
    150 words max.

---

11. **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.

---

12. **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.

---

13. **What makes you shine?**
    What do you and/or your team bring to your business/idea that sets you apart. 150 words max.
14. **Is there anything else you would like us to know about your business/idea?**
   Share any additional information about your business/idea. (e.g. Have you created a prototype? Do you have a web presence (social media, website, etc)? Have you made any sales? Have you received customer feedback?) 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.

15. **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 your customer is buying. A unit could be a product, a download, a service, etc.

---

16. **What is your selling price per unit?**
   What will you charge your customer for each item you sell?

---

17. **What do you expect the cost will be to produce one unit?**
   How much money will you spend to make a single item available to sell?

---

18. **What are your other costs?**
   What costs will you have outside of manufacturing the product (e.g. marketing, administrative, sales, etc.)?

---

19. **What are your expected sources of funding?**
   How will you get money to fund your business/idea (e.g. investors, friends, family, etc.)?