

## **Burgess Institute for Entrepreneurship & Innovation E & I Experience Template: Burgess New Venture Challenge**

### **Description of Proposed Option Coursework**

*subject matter purpose and methods*

Students participating in the Burgess New Venture Challenge will compete in MSU's premier student entrepreneurial showcase. They will create a comprehensive business plan outlining a new business venture that can be operational (two years or younger) or in idea form.

During this competition I will have to complete an Intent to Compete Application outlining my business concept, participate in workshops and mentorship to thoroughly develop my understanding of my market and business model, develop a comprehensive written business plan, and, if selected for the finals, present my idea to a live audience.

### **Rationale**

*explain how project satisfies one of the entrepreneurial criteria*

In the Burgess New Venture Challenge I will complete a series of deliverables showing a deep and thorough understanding of my business or idea for a new venture.

### **Work to be Completed**

*describe specifically the work product*

At the conclusion of the Burgess New Venture Challenge, I will be able to deliver a series of artifacts that show my deep understanding of my business plan. This will include:

- An Intent to Compete application outlining my proposed idea.
- Proof of attendance to at least two different training workshops on business plan development.
- A full written business plan for my venture.
- Proof that my business plan was evaluated by external and internal mentors and judges.
- And, if required by sponsoring faculty, a 500 word paper explaining how my proposed business venture relates to course material.

### **Evaluation Criteria**

*Describe specifically what will meet expectations*

I will be able to show third party verified proof of my engagement in training workshops and evaluation by judges. Furthermore I will be able to fully deliver a business plan that complies with the prescribed format proposed by the competition.

**Date of Project Completion:** \_\_\_\_\_