



# Feb. 20, 2024

## 2024 MTSU HIGH SCHOOL ENTREPRENEURSHIP FAIR

Introducing an excellent opportunity for high school students interested in entrepreneurship to gain valuable experience and have some fun too. Students may participate individually or in teams. The maximum is four people per team. Each team will write a business profile, display their idea, and select a student to give a 90 second elevator pitch. Judges will listen to elevator pitches, review the business profiles, interview students, evaluate booth displays, and choose the winners. The top finalists will present their elevator pitch to all the students. An award ceremony will follow to recognize the top presentations.



JONES COLLEGE OF BUSINESS  
Business Innovation and Entrepreneurship



BUSINESS INNOVATION  
and ENTREPRENEURSHIP

Applications due  
Thursday,  
February 1, 2024

It's FREE!

Food will be  
provided!

Inspiring Guest  
Speaker

You could WIN!

Questions:

[Joshua.Aaron@mtsu.edu](mailto:Joshua.Aaron@mtsu.edu)

MIDDLE TENNESSEE  
STATE UNIVERSITY  
MTSU Student Union Building

Tue., Feb. 20, 2024  
9 am to 1 pm



# Middle Tennessee State University Jones College of Business

**Entrepreneurship Fair Business Profile Format (Please cover all bulleted items in your Business Profile, which should make your profile 2 pages in length. Print on the front and back of one page. Please have 10 copies printed for judges.)**

## **I. Opportunity:**

- The name of your business
- Where is your business going to be located?
- Give information about your top management team including qualifications and experience (150 words or less)
- If you have a business logo, please include it here □ Briefly describe your business (100 words or less)
- What is your motivation for starting this business? (100 words or less)
- Please give your mission statement
- Place a color photo of yourself with your product or a visualization of the product
- Under the photo, type the name of your business concept or product
- Next, type in your name, address, phone number, and email

## **II. Marketing:**

- Is there a demand for your concept or product (describe & explain)? *Have you conducted some type of a survey or market study* to determine the demand or potential sales for your product or concept? Can you cite any data or statistics (locally, regionally, or even nationally) as evidence that your concept or product has marketability?
- What type of business will you be in (service, retail or manufacturing, or something else)?
- What is your target market (who do you see buying your product)? What are the advantages your concept or product would have, and what are the disadvantages when you think of the competition already out there?

## **III. Products & Services:**

- What are you going to sell and how are you going to sell it?
- How do you plan to advertise?
- Who are you working with to develop your concept or to improve your product (i.e., teacher, parent, sibling, friends, business owner, etc.)? □ Describe the business operations (150 words or less) □ What is your implementation timeline?

## **IV. Financial Projections**

### Sources and Uses of Funds Statement

- Describe the amount of money needed to start the business and what it will be used for
- Explain how much money will be provided by the owner (equity)
- Explain how much money will need to be borrowed (debt), what the funds will be used for and who the money will be borrowed from Financial Assumptions
- Explain in detail the basis or reason for your projected income and expenses
- For example: Why do you charge what you are projecting for your product? Why are your cost of goods set at the percentage you have selected?
- As much as possible, the assumptions should be based on solid research and not just “pulled out of the air”
- Identify your sales break even, when you expect to reach it and when do you expect to be profitable
- Research and investigate, and then outline on paper some realistic ways to finance your business or concept. Having these strategies written out on paper is important, since you will be expected to present your strategies to the judges

This section should be a written narrative supporting the rationale of your start-up cost and assumptions.

## V. Business Support Network

- Please compile a short list of mentors, experienced business owners, agencies, or other business resources that could offer your business advice or services that would build support for your business and help to ensure your financial success, as well as continued learning and education that is necessary to build a successful business.

## Elevator Pitch with the Judges

The Interview with the judges will start with a 90-second elevator pitch from one of the students on the team. Then there will be a brief question and answer to follow. Team members should take turns answering the questions.

## Booth Display at the Fair

The booth display will be judged on the creativity and professionalism of the booth display. As well as the student's appearance. Six-foot tables will be provided with two chairs per table. Please let us know ahead of time if your booth needs electricity so we can plan accordingly. Pro motional and business items are for display only, no give aways are permitted.



As you begin to formulate your strategy for entering the 2024 High School Entrepreneurship Fair, remember to consider and to build a strong case in all sections of the competition:

There are 3 scoring sections in the Entrepreneurship Fair:

- |   |                              |
|---|------------------------------|
| <b>I. Business Profile</b>              | <b>worth up to 20 points</b> |
| <b>II. Elevator Pitch/Judge Q&amp;A</b> | <b>60 points</b>             |
| <b>III. Booth Display at the Fair</b>   | <b>20 points</b>             |

**Maximum Total Points that can be awarded to a Contestant: 100 points**

## The Award Ceremony

An award ceremony will immediately follow the entrepreneurship fair. The winners will receive awards in the following categories: Overall 1<sup>st</sup> place, 1<sup>st</sup> Runner up, 2<sup>nd</sup> Runner up, 3<sup>rd</sup> Runner up, Social Enterprise Award, Sciences Enterprise Award, Engineering Enterprise Award, Arts Enterprise Award, Best Elevator Pitch Award, Best Display Award, and Best Written Profile Award.



Middle Tennessee State University  
Jones College of Business

# 2024 High School Entrepreneurship Fair Application Feb. 20, 2024

Applications must be **received** by Thurs. Feb. 1, 2024  
to: MTSU Box 75 – BAS N222, Murfreesboro, TN  
37132  
OR

[Joshua.Aaron@mtsu.edu](mailto:Joshua.Aaron@mtsu.edu)

***By filling out this application, you indicate you are willing and able to participate in the 2024 High School Entrepreneurship Fair.***

## 2024 High School Entrepreneurship Fair Application Form

(One form for each team member)

Please print clearly or submit by e-mail.

Name: \_\_\_\_\_

Grade: \_\_\_\_\_ Name of School: \_\_\_\_\_

Teacher Email: \_\_\_\_\_

Home mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-Mail address: \_\_\_\_\_ Phone: \_\_\_\_\_

Name of business: \_\_\_\_\_

In the space below, please provide a brief description of the business you plan to present at the Entrepreneurship Fair.

# MTSU CONSENT FORM

Intending to be legally bound, I do hereby willingly grant and irrevocably consent to and authorize Middle Tennessee State University, its related entities, including without limitation, centers, and institutes and the respective officers, employees and agents ("University"), the right and **permission to photograph**, film, video-tape, record, publish, re-publish, broadcast, re-broadcast, adapt, exhibit, perform, reproduce, edit, modify, make derivative works, distribute, display or otherwise use or reuse in whole or in part my name, statements, comments, image/likeness or voice in media or technology now known or hereafter developed in connection with any product or service in any campaign or promotion in all markets as long as there is no intent to use the image, voice and/or likeness in a disparaging manner. I also authorize MTSU to include in such publications or broadcasts the information that I have or will disclose in my responses to any questionnaire, interview or conversation with MTSU Marketing and Communications staff. Additional information may be disclosed regarding my

- GPA and/or class rank
- Awards from MTSU or other bodies
- Courses of record
- Information or quotations from faculty, staff or other students
- Participation in trips, study experiences or other activities
- Personal quotations, edited for space and/or clarity, whether written or spoken
- Other: MTSU High School Entrepreneurship Fair Photo Permission

**Teachers bring the photo permissions for your students to the MTSU High School Fair or email to Joshua.Aaron@mtsu.edu**

I understand that I will receive no compensation for this agreement. I hereby assign any copyright or other proprietary interest which I might assert in my participation in the project to the University. The University may exercise any of these rights itself or through any successors, transferees, licensees, distributors or other parties, commercial or non-profit.

*Please indicate your agreement to the foregoing by signing below. \*Teachers bring*

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Signature: \_\_\_\_\_

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Telephone: \_\_\_\_\_

Date: \_\_\_\_\_

*If you are under eighteen (18) years of age, your parent or guardian must sign below:*

I represent that I am a parent/guardian of the minor who has signed the above release and that in that capacity University has my consent and authorization to use the name, voice and/or likeness as described above.

Parent/Guardian (Specify relationship): \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_