

PRESS RELEASE (4 pages)

RE: BUSINESS CONTEST ANNOUNCEMENT

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Date: January 28, 2010

FOR IMMEDIATE RELEASE

(St.Clairsville, OH) The Belmont County Department of Development Community Improvement Corporation (DOD/CIC) announces their participation in a business development project, led by the Muskingum County Business Incubator (MCBI) .

(SEE attached press release from MCBI).

As a Business Hub Center of MCBI , the DOD/CIC has access to a larger number of services and resources for the Belmont County business community. Those services apply to all levels of business operations, at any stage of development. By partnering with MCBI, the DOD/CIC can participate in a variety of business projects.

“The contest is a unique way of encouraging local people to try out new idea development for or in any type of business”, explained Sue Douglass, Executive Director of the Belmont County DOD/CIC. “ This opportunity allows for the concrete application of a creative vision. It provides the winner with the resources and support to make a concept a serious business venture”.

There are no special qualifications to enter the contest, and it is open to all age groups. All applications are kept confidential. Only the winning idea will be published and identified . Applications may be obtained at the DOD/CIC office , 117 East Main Street , St. Clairsville, or on line at www.mcbi.info.

Last year the contest was held only in Muskingum County. The winner was Susan Hoskinson of Designs By You. “She developed a software program that will revolutionize the client experience for a florist customer”, explained Jessica Sherman, regional coordinator for MCBI. “ In the beginning she only had a concept. MCBI connected her with a computer programmer who had the vision and expertise to develop her concept into a product that could be taken to the market. Designs By You soon will be attending trade shows with a final product.”

The 2010 contest is being held in the 9 MCBI hub counties, and each county will have one winner selected. The county winner will then go on to compete in a Regional Contest. Judges are the Advisory Panel Members of the MCBI Hub Program but local judges will not evaluate the contestants from their county. Belmont County’s advisory members are Linda Masaric and Michael Puskarich.

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Next 3 pages are from MCBI, including the contest application



MCBI launches the 2010 Invention and Innovation Big Idea Contest simultaneously in nine counties.

The Muskingum County Business Incubator (MCBI) introduces the 2010 Invention and Innovation Big Idea Contest. \$1000 Cash and Services Prizes will be awarded to winners in each county. A panel of judges will identify the top entry in each county to move on to the Regional Contest where the stakes are higher.

The Big Idea Contest is designed to encourage new and existing businesses and prospective entrepreneurs with an innovative idea or invention to compete for cash and business services to help launch their idea. Any creative, unique idea will be considered. However, the ideas must be practical enough to result in a realistic and profitable business.

Successful applicants will demonstrate an ability to implement their idea and begin a business by completing the application process. An evaluation of all applications will be conducted by a panel of top business professionals.

Eligibility

Anyone who lives in one of the nine counties served: Belmont, Coshocton, Guernsey, Harrison, Jefferson, Monroe, Morgan, Muskingum and Noble may enter. Entrants may be of any age, race, nationality or gender and can be business owners, employees, students or retirees.

To Apply

Please visit www.mcbi.info for the downloadable application. Once applications are complete, Email to bigideacontest@mcbi.info or mail to 56 North Fifth Street, Zanesville, Ohio.

APPLICATIONS MUST BE COMPLETED AND SUBMITTED IN FULL BY MIDNIGHT FRIDAY FEBRUARY 26, 2010.

Contact

MCBI
Phone: 740.453.3649
Fax: 740.453.2761
www.mcbi.info



2010 Invention and Innovation Big Idea Contest Registration Form

Name: _____

County: _____

Address: _____

Phone: _____

Email: _____

Contest Questions

Product

1. What is your invention or innovative idea?
2. What will the product change or improve?
3. How will this product or service make money?

Market/Customer

1. Who is your ideal customer?
2. What is the size of the market?
3. What are the characteristics that define your customer as a group? (demographics, likes – dislikes)
4. How will you target your customer?

Price

1. What will your ideal customer pay? Base this answer on what the product will save them in time, money, safety, stress, convenience, etc?
2. Are there additional ways for your business to make money? (i.e. consultation or maintenance of your product or service, product upgrades)

Competition

1. Who is the competition?
2. How is your product or service better or different from your competition?

Management

1. What strengths do you bring to the business?
2. Who is the team that can take this product to market and why are they qualified?

Complete Registration Form can be submitted to:

- Emailed to: Bigideacontest@mcbi.info
- Mailed to: 56 N. Fifth Street Zanesville, Ohio 43701
- Call 740-453-3649 for more information regarding the application process

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