



Announcing the 3rd Annual
**Institute for Entrepreneurial Leadership
 Business Plan Competition**
 FOR PROFIT, NON-PROFIT AND SOCIAL VENTURE ENTREPRENEURS



A well developed plan is your roadmap to success. The purpose of this competition is to guide you through the process of getting your thoughts about your business out of your head, on to paper and into an *actionable* plan.

Top 5 Reasons to Enter:

#5

You have been “working” on your plan for two years and it is still only half done. (Or maybe you have been thinking about it for that long and have yet to write a single word...yikes!)

#4

A business plan is the foundation for growth and you need to grow...now!

#3

“It’s all in my head” is not an acceptable answer when loan officers ask for a copy of your business plan.

#2

FIVE finalists will win a year of support from the Institute for Entrepreneurial Leadership!

#1

You could win a \$25,000 cash prize!

Cash prize provided by the Profeta Urban Investment Foundation (PUIF) and the Center for Urban Entrepreneurship & Economic Development at Rutgers Business School. Subject to terms and conditions. See website for details.



COMPETITION SUBMISSION DEADLINE: 2/22/10

2010 Competition Technical Assistance Opportunities:

Write Your Business Plan in 14 Days! -1/20

Use Your Business Plan to Get Bonding (for contractors only) -1/26

Create a Winning Elevator Pitch -2/3

Developing Financial Projections that Make Sense -2/8

Go to www.ifelnj.org for more details.

The 3rd Annual IFEL Business Plan Competition is made possible through the generous support of:



Profeta Urban Investment Foundation (PUIF) and The Center for Urban Entrepreneurship & Economic Development at Rutgers Business School



The Institute for Entrepreneurial Leadership (IFEL) is an independent, not-for-profit organization that supports economic development through entrepreneurship. We help ambitious entrepreneurs identify, obtain, and leverage the resources necessary to create sustainable and profitable businesses. In so doing, we seek to create jobs and wealth in the communities that we serve. We have a special outreach effort targeting traditionally underserved women and minority business owners, as well as inner city and urban enterprise zone regions.