



E CITY First Annual

Advanced Entrepreneurship BizCamp

August 14-18, 2006

APPLICATION DEADLINE: Friday, June 30, 2006

Do you want to strengthen your business or business plan? Do you want to meet and network with top business leaders and entrepreneurs? Do you want the opportunity to compete for seed capital for your business?

Then the **E CITY Advanced Entrepreneurship BizCamp** is for you!

E CITY's Advanced Entrepreneurship BizCamp is an intensive five-day summer program, which focuses on helping E CITY alumni who are serious about business and seek to expand and strengthen an existing business plan. In this program, you will learn advanced concepts in opportunity recognition, sales and marketing, finance, and operations.

The BizCamp will end Friday, August 18 with a business plan competition. You will have the chance to compete for seed capital up to \$1,000.

We are seeking committed and highly motivated entrepreneurs to join us this summer.

Program Benefits:

- Receive a fully paid scholarship worth \$1,000
- Compete for seed capital up to \$1,000
- Every participant receives a free Palm Pilot (100% attendance required)
- Enjoy guest lectures by top business leaders and entrepreneurs
- Network with other E CITY entrepreneurs from across the city

Eligibility Requirements:

- A graduate of an E CITY program
- At least 16 years old as of August 14, 2006
- Able to attend the ENTIRE program from Monday, August 14 through Friday, August 18 (8:30am-5:00pm)

Application Instructions:

1. Complete this entire application and neatly type or print in ink. Incomplete applications will not be considered. This application can be downloaded from our website www.ecitycleveland.com/alumni.asp.
2. Please include a one page resume highlighting your education, work, and/or volunteer experiences (see attached sample).
3. Please include an updated business plan (Microsoft Word preferred but PowerPoint acceptable). If you are currently running a business, include a list of products and prices, a list of actual customers, and an actual income statement for 2006 (January through June).
4. Please have an E CITY teacher, employer, or adult customer complete the enclosed **recommendation form**. This form must be placed in an envelope and sealed by the person making the recommendation. The recommender's signature then must be written across the seal. The sealed envelope must be submitted with the rest of the application.
5. Please include a **\$10 application fee**. This fee will be refunded to you upon completion of the program. Cash, check or money order accepted. Please make check or money order out to E CITY.
6. Applications must be received by **Friday, June 30, 2006**. Mail or hand deliver your complete application to:

Nicole Lawrence
E CITY
3635 Perkins Avenue, Suite 5
Cleveland, OH 44114

The E CITY selection committee will make its determination by Friday, July 14 and will notify all applicants by mail and/or telephone.



E CITY First Annual

Advanced Entrepreneurship BizCamp

August 14-18, 2006

APPLICATION

Deadline: Friday, June 30, 2006

PLEASE TYPE OR PRINT CLEARLY

Section A: Personal Information

Student Name: _____

Address: _____

City: _____ State: OH Zip: _____

Home Phone: _____ Cell Phone: _____

E-mail: _____

Date of Birth: ____/____/____ Gender: _____ Social Security Number: ____-____-____

Person to Contact in Case of Emergency:

Name: _____ Relation: _____

Address: _____

City: _____ State: OH Zip: _____

Home Phone: _____ Cell Phone: _____

1. Name of school/organization where you took the E CITY program:

2. When did you graduate from the E CITY program? Month _____ Year _____

3. Name of teacher who taught your E CITY program: _____

4. Are you currently attending college? (Circle one) YES NO

If yes, which college are you attending? _____

If no, do you plan to attend college? (Circle one) YES NO

If yes, which college do you plan to attend? _____

5. Computer Skills Assessment

Read the following list of computer software programs and rank your experience and abilities. Please be honest. This assessment will not determine your eligibility for the BizCamp, but will merely serve as a tool to help us design the program.

Rankings: 0=no knowledge 1=beginner 2=intermediate 3=proficient 4=advanced

Microsoft Word 0 1 2 3 4

Microsoft Excel 0 1 2 3 4

Microsoft PowerPoint 0 1 2 3 4

6. Of the following business areas, please indicate your **interest level** for each one.

1=very interested 2=interested 3=somewhat interested 4=not interested

_____ Business financials (i.e., income statements, balance sheets, cash flow statements, accounting, taxes)

_____ Business financing (i.e., financing strategies, raising capital)

_____ Marketing (i.e., advertising, market research, market analysis)

_____ Sales (i.e., sales strategies, sales calls)

_____ Operations (i.e., business structure, staffing)

_____ Legal (i.e., registering your business, contracts, patents, trademarks)

_____ Technology (i.e., website development, e-commerce)

_____ Business social responsibility (i.e., business ethics, philanthropy)

_____ Other (please describe): _____

7. What business areas do you **need the most help with** in order to improve your business plan and/or business? Choose only 3 and rank them from 1 (highest priority) through 3 (lowest priority).

- _____ Business financials (i.e., income statements, balance sheets, cash flow statements, accounting, taxes)
- _____ Business financing (i.e., financing strategies, raising capital)
- _____ Marketing (i.e., advertising, market research, market analysis)
- _____ Sales (i.e., sales strategies, sales calls)
- _____ Operations (i.e., business structure, staffing)
- _____ Legal (i.e., registering your business, contracts, patents, trademarks)
- _____ Technology (i.e., website development, e-commerce)
- _____ Business social responsibility (i.e., business ethics, philanthropy)
- _____ Other (please describe): _____

Section B: Business Information

8. What is the name of your business? _____

9. How long has your business been in operation? Months _____ Years _____ N/A _____

10. Have you registered your business name? (Circle One) YES NO

If yes, when? Month _____ Year _____

11. Do you have a vendor's license? (Circle One) YES NO

If yes, please include a photocopy of your vendor's license.

Please attach a copy of your completed business plan to this application.

Your business plan must be no longer than 20 pages and must include the following:

- Executive Summary (2-3 paragraphs summarizing business idea and plan)
- Company Overview
 - Company ownership structure
 - Company history
- Product/Service Description
- Market Analysis Summary
 - Market definition (who is your target market and why?)
 - Main competitors
 - Competitive/Comparison advantage
- Marketing strategy

- Management summary (if more than one owner and/or employee)
- Financials
 - Economics of one unit
 - Income statement
 - Return on investment

Section C: Short Answer Question

12. Why do you want to participate in the E CITY Advanced Entrepreneurship BizCamp?

13. Please complete the following sentence:

At the end of this program, I will be able to:

I hereby certify that the information above/included is accurate to the best of my knowledge.

Signature of Student: _____ Date: ____/____/____

Signature of Parent/Guardian if under 18 years of age:

_____ Date: ____/____/____

Please sign above and return completed application (including \$10 application fee, resume, recommendation letter, and business plan in a single large envelope by June 30, 2006 to:

Nicole Lawrence
E CITY
3635 Perkins Ave., Suite 5 NE
Cleveland, OH 44114



E CITY Advanced Entrepreneurship BizCamp

August 14-18, 2006

Recommendation Form

Applicant: A recommendation provides an opportunity for the E CITY selection committee to gain additional information about your performance in school, employment, and/or business settings. Your recommender should be an adult who knows you in a professional, academic, or volunteer context and can relate to specific and relevant details about your performance, skills, and unique abilities. Relatives may not provide a recommendation.

Recommender: The E CITY Advanced Entrepreneurship BizCamp is an intensive five-day summer program, which focuses on helping E CITY alumni who are serious about business and seek to expand and strengthen an existing business plan. In this program, E CITY alumni will learn advanced concepts in opportunity recognition, sales and marketing, finance, and operations. The program will culminate with a business plan competition and the opportunity to compete for seed capital.

Please answer the following questions to help us understand more about the applicant. You may attach an additional page if necessary. Once completed, please place this recommendation form and any attachments in an envelope. Please sign across the envelope seal, dating the signature, and return it to the applicant so that s/he may include it with the completed application. Applicants must return all application materials by **Friday, June 30, 2006**. Thank you for your assistance.

Name of Applicant: _____

Name of Recommender: _____ Phone Number: _____

E-mail Address: _____

Address: _____

City: _____ State: _____ Zip: _____

1. What is your relationship to the applicant? How long have you known him or her?

2. Why should this applicant be accepted to E CITY's Advanced Entrepreneurship BizCamp?

3. What do you think are this applicant's strengths? *Please be specific.*

4. What do you think are this applicant's weaknesses? *Please be specific.*

5. If you wish, please provide any additional information about the applicant that you believe would be helpful to know in considering his/her application.

I hereby certify that the information above is accurate to the best of my knowledge.

Recommender Signature: _____ Date: ____/____/____

Thank you!