



DECI PRESENTS
Jump-Start
Downtown Eau Claire

**Win up to
 \$5,000
 in
 start-up
 capital!**

Application for Jump-Start Downtown Business Competition

Application Deadline: August 12, 2016

Applicant Name(s) _____

Business Name _____

Current Address _____

City _____ State _____ Zip _____

Email Address _____ Telephone _____

Type of Business _____

Please attach a copy of your business plan. The plan must include the following:

- Executive Summary (10 points)
- Business Description (10 points)
- Timeline (5 points)
- Competition/Market Analysis (10 points)
- Marketing Plan (10 points)
- Management Plan (10 points)
- Financial Plan (10 points)
- Viability (30 points)
- DECI Membership (5 points)

I/We, the applicant, understand that this business plan will not be disclosed to any person, firm or company, except as deemed necessary in order to evaluate, interview and judge for the Jump-Start Downtown Business Competition, or when faced with a legal obligation to do so. The business plan remains the intellectual property of the applicant and all copies of said plan will be returned to the applicant upon request. I/We understand that the judges' decision is final.

Applicant _____

Date _____

Applicant _____

Date _____

We encourage you to seek assistance on your business plan at one of the following:

- Western Dairyland Business Center (715) 836-7511
- Small Business Development Center (715) 836-5811
- SCORE (715) 834-1573



For questions & more information, visit
www.downtowneauclaire.org/jumpstart
 and DECI's Facebook page,
 call (715) 839-4914, or
 email Elaine Coughlin at
Elaine.Coughlin@eauclairewi.gov

