

Wheeler County Entrepreneurial Spirit Scholarship

Deadline: May 12, 2022

Award: \$600

Number of Awards: 1

Distribution of Award: Determination of specific need will be addressed and distribution of funds will be matched to the identified need.

Description: This scholarship will be awarded to a Wheeler County 2022 Senior with an Entrepreneurial Spirit to start or expand his/her business venture because we believe it's important to propel future generations forward to success in small business. The award can be used to help with start-up expenses or expenses for improvement of your current small business. We believe in moving at the speed of cash if at all possible when it comes to business so our goal is to help the recipient do this by giving them a start in the right direction.

Qualifications:

- 2022 Graduate of Wheeler County
- Demonstrates strong work ethic and/or people skills
- Business plan in mind
- Demonstrates financial need

Traits Not Pertinent in the Decision of this Award:

- Transcript
- College Applicant (can be attending college, but not necessary)
- GPA
- Popularity

Judging:

- Complete the following **business plan template** to the best of your knowledge to communicate the business you currently have or have in mind.
- A **letter of recommendation** from a community member or employer demonstrating your work ethic and/or people skills.
- Judging will be conducted by HL Guest Handmade owners. Winner will be determined by clarity of business vision and contents of the letter of recommendation. Tie-breaker will be determined by personal interview.

Super Simple Business Plan Template

There are no right or wrong answers to these questions, they are intended to get you thinking about your business on a deeper level. Answer them to the best of your ability

Business Description

What does (or will) your business do? What challenge(s) does your business solve?

Industry Analysis

Who are your competitors? What is your competitive edge? (hint: it isn't always price, think about what makes you and your product unique)

Target Market

Who is your ideal client? (location, income level, struggles, interests, age group, etc)

Marketing Plan

Which channels and platforms will you use to reach your target audience and convert them to a customer/client?
Where will you meet your audience?

Funding Required

How much funding is needed for you to get started? Where will the funding come from and what will it be used for?

Other Information

You may include any other information concerning your business plan here.