



Prudential Strength for Capacity Initiative Business Plan Competition

in collaboration with

The Institute for Entrepreneurial Leadership



Entry Criteria

Nonprofit organizations that participated in the "Breaking the Gala Addiction Clinic" are eligible to enter.

Deadlines

- ▶ The application must be received electronically on or before **Monday, June 15, 2009**. Please email to **candy.torres@prudential.com**.
- ▶ IFEL in collaboration with Prudential will offer a series of technical assistance sessions to assist in the completion of the business plan. Those sessions will take place between May 29, and July 31, 2009.
- ▶ Final Business Plan due on August 14, 2009
- ▶ Finalists will be notified by September 16, 2009
- ▶ Finalists will make presentations the week of September 21, 2009
- ▶ Winners will be announced by September 29, 2009.

Questions

Please contact IFEL at 973-353-0611 for questions regarding the business plan competition. Please visit IFEL's website to obtain the Business Plan form and other resources at www.ifelnj.org.



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Applicant Information Form

Organization Name

Contact Name

Contact Title

Contact Address

Contact Phone Number	Alt Phone Number
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Email Address 1	Email Address 2
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Website

2009 Budget



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Mission Statement	
Earned Revenue/Non-Gala Revenue Opportunities	
Relationship to Organizational Mission	
Competitive advantages/ Unique attributes	
Target Market	
Key Milestones Achieved to Date	
Key Challenges	
Strategies to Mitigate Risk	
Funding Requirement/ Use of Funds	
Key Team Members/ Experience	



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The following table provides a guide to for completing the Executive Summary Submission Form:

Mission Statement	A description of your organization including the vision and mission.
Earned Revenue Opportunities	What are the ways that your organization can generate revenue (excludes grant funding)? Include current and future opportunities for revenue streams.
Relationship to Organizational Mission	How does the earned revenue opportunity relate to the Organization's mission statement?
Competitive advantages/ Unique attributes	How are you addressing the market need that you identified earlier in a different way than currently exists? Briefly identify your competition and discuss the ways in which your solution to the need described earlier is different. What are the unique attributes of your services?
Target Market	Who are the people that you are targeting to buy your product or service? What is the geographic region in which you will focus your sales? How many of these potential customers are there in the geographic region. Describe the key attributes of these potential customers.
Key Milestones Achieved to Date	What major accomplishments have you achieved to date in your organization? What are the key milestones that you seek to achieve in the next 3 months? 9 months? 18 months?
Key Challenges	What are the obstacles/challenges to growing the organization to capitalize on the market opportunity? Describe the barriers to achieving success in your mission.
Strategies to Mitigate Risk	What are the various strategies that you will use to address/overcome the challenges that you identified above?
Funding Requirement/ Use of Funds	How much funding are you currently seeking? How will the funding be used? How will using the funding in this way help build capacity in your organization?
Key Team Members/ Experience	List each person with a major role in your organization. Briefly describe the experience/qualifications of each person involved.