



Contestants Advance in Business Plan Contest

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(Rock County, WI) – Fourteen existing small businesses and/or emerging entrepreneurial interests have qualified for the 2011 *Accelerate Your Business* Plan Contest. These 14 contestants have completed the first of several stages to competitively position themselves as hopeful recipients of the Contest’s prize package, which is valued up to \$35,000. Rock County 5.0 and 14 area businesses have pledged support toward the Contest – including Murphy Desmond, S.C. the Contest’s Title Sponsor. Additional Contest support is coming from individuals volunteering their time as mentors, judging panel members and/or workshop facilitators.

The *Accelerate Your Business* Plan Contest involves a series of structured workshops and one-on-one mentoring sessions. The first of four workshops entitled “How to Conduct A Market Analysis” was held last week at BTC’s Central Campus. The remaining Contest workshops, which are open to the public and free to attend, will address the following topics:

- June 30th – Developing a Marketing Plan
- July 28th – Developing & Understanding Financial Proformas
- August 18th – Compiling Your Final Business Plan and Identifying Financing Resources

As contestants advance through the Contest, they sharpen their skill sets and obtain valuable information. The contestants are required to complete and turn in their final Business Plans no later than September 13th. The Contest’s Finalists and its Winner(s) will be announced mid-October 2011.

Rock County 5.0 is a five-year public / private economic development initiative designed to reposition and revitalize Rock County’s economy. The initiative’s efforts are focused on the following five economic development strategies: Business Retention & Expansion, Business & Investment Attraction, Small Business & Entrepreneurship, Real Estate Positioning and Workforce Profiling.

For additional Rock County 5.0 information, visit www.rockcounty5.com.

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