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Rock County 5.0 Looks to Continue Business Plan Contest: 2011 prize package valued at \$35,000

Gazette Staff
March 30, 2011

Last year's business plan contest was such a success that Rock County 5.0 is doing it again. Rock County 5.0, a five-year economic development initiative designed to reposition and revitalize Rock County's economy, announced plans on Tuesday at Forward Janesville's annual dinner for the 2011 Accelerate Your Business Plan Contest.

The contest is designed to encourage the development of effective and strategic business plans and match financial and technical resources with local needs.

This year's prize package is valued up to \$35,000, up from the \$25,000 offered last year.

James Otterstein, Rock County's economic development manager, said nine contestants from last year's contest either started or will start new businesses.

This year's competition includes a few modifications, namely an expansion of eligibility categories, more personalized mentoring and online enhancements to boost administrative efficiencies for contestants, mentors and judges.

The increased prize package will allow judges to consider multiple awards. The business plan contest kicks off May 1 and will conclude this fall. Individuals or businesses interested in lending their talent, expertise or in-kind business services are encouraged to apply online.

Support comes from Rock County 5.0, Murphy Desmond Lawyers and other contributors.