



Center for Entrepreneurial Leadership

NextStep Application Business Idea Abstract

Name: _____

Date: _____

Email Address: _____

POE: _____

Phone Number: _____

Graduation Year: _____

POE Advisor: _____

General Advisor: _____

In a few brief sentences, describe your business idea: What is the product/service, what is the problem it solves?

Who do you think the customers are for your idea (that is, who would buy your solution/product/service) and why?

What motivated or inspired you to develop this business idea? If your idea proves feasible do you intend to start and operate your venture while studying at Juniata College?