 **Juniata College Center for Entrepreneurial Leadership**

**What’s Your Big Idea?**

**Business Pitch 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 your product or service? To whom would you market this product/service? Why is your product/service better than what is currently being offered to your potential market?

What motivated or inspired you to develop this business idea? What problem did you see or experience that lead to your business idea?

What areas do you think you will need assistance in for starting your own business?

What do you truly want to get out of this experience? If your idea proves feasible, are you interested in starting a business around it with JCEL’s assistance while enrolled at Juniata?

Why are you the right person to develop this idea? What are some of the skills, knowledge, family background, and/or education that support your ability to develop this idea?