

**Center for**

**Entrepreneurial Leadership**

JCEL NextStep Fellowship Application

The NextStep Fellowship is a competitive award to help you advance your idea for a for-profit, nonprofit, social venture or other business idea. Recipients are awarded up to $1,300.00 to aid him/her/them in developing and implementing a test pilot or developing necessary market analysis to prove the validity of his/her/their idea.

Selection -

1. Students submit Business Abstract to the Director of JCEL through JCStartupTree
2. JCEL Staff will review proposal, meet with student entrepreneur and provide comments with recommended action to JCEL Seed Capital Committee.
3. JCEL Seed Capital Committee will review staff comments with recommended action and make final decision.
4. Upon acceptance, students will be assigned a mentor, provided workspace at the Sill Incubator Richard Ott Innovation Zone, and work to complete a plan of action for developing/implementing the test pilot or completing market analysis.

**Application:**

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?

What are the **features** and **benefits** of the product/service? A feature is something that your product has or is – for example, front and side airbags in a vehicle. Benefits are the outcomes or results that users will (hopefully) experience by using your product or service – for example, enhanced safety (as a result of the features previously listed.)

Features

Benefits

What motivated or inspired you to develop this 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 NextStep proves successful do you intend to start and operate your venture while studying at Juniata College? If so, how will you balance the time necessary to do so? If not, why not?

How much NextStep Funds are you applying for? Describe how the NextStep funds would be used (i.e. target market validation, prototyping, market or industry research, etc.)? (Provide a budget)

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| **NextStep Fellowship Budget** | | | | | |  |
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| **Startup Budget** | $1,300.00 | | | |  | |
| **Total** | |
| **(input a description of the expense below)** |  | | | |  | |
| **See examples below** |  | | | |  | |
| **Inventory** | Materials, printing, shipping | | | | $ 300.00 | |
| **Marketing** | Website development, prepaid hosting fees, Facebook Ads | | | | $ 150.00 | |
| **Logo Development** | Using Fiverr to create logo | | | | $ 5.00 | |
|  |  | | | | $ - | |
|  |  | | | | $ - | |
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|  | **Total Amount Budgeted** |  |  | **$ 455.00** | | | |
|  | **You're under budget by** |  |  | **$ 845.00** | | | |

Why are you the right person to start this business?