

Gettysburg College
**Center for
Career
Development**
Summer Entrepreneurial Fellowship

Summer 2014 Entrepreneurial Fellowship Application

Section 1: Personal Data

Name: _____

School Address: _____

Home Address: _____

E-mail address: _____

Cell Phone: _____ Home Phone: _____

Class: First Year - Sophomore - Junior

Major: _____ Minor: _____

GPA, Major: _____ GPA, Overall: _____

Section 2: Questions

Please answer the following questions on a separate sheet of paper, for a maximum of one typewritten page (times new roman size 12 font).

1. Describe where you are in your career exploration process, what you hope to gain from the fellowship experience, and how you would be a good steward of the College's mission during your experience?

Section 3: Description of Entrepreneurship Project/Idea

Submit a description of an entrepreneurship idea/project that you would like to implement, for a maximum of two-four typewritten pages (times new roman size 12 font). Include the following:

- I. **Company/Project Profile**
 - a. Name of company/Title of project
 - b. Logo
 - c. Explain your project in 140 characters

- d. Summary
 - i. Mission
 - ii. Vision
 - iii. Values
- e. Management
 - i. Contact information of member(s)
- f. Advisors
 - i. Faculty
 - ii. Other

II. Business Summary

- a. Product/Problem
- b. Target Market and size of market
- c. Describe Management team
- d. Customers
 - i. Target demographics
 - ii. Market size
 - iii. Growth rate
 - iv. Customer segmentation
 - v. Market structure
- e. Sales/Marketing strategy
- f. Business Model
- g. Competitors
- h. Competitive Advantage
 - i. What makes your solution unique?

III. Financial Information

(Please provide us with as detailed a plan or budget as possible on how you would spend the project's funds. The more detailed information you can provide regarding expenses, the better).

- a. Budget of winnings
- b. Detailed Financials (if applicable)

Section 4: Presentation

Top candidates/proposals will be required to make a five to ten minute presentation about their entrepreneurship project/idea on Saturday, April 12, 2014.

I certify that all information contained herein, and attached, is my own work and correct to the best of my knowledge. All applicants must be in good academic standing. Good academic standing is defined as maintaining a minimum GPA of 2.0 as well as adherence to community standards (point system). In addition, students cannot use the fellowship as an internship.

Signed: _____ Date: _____