

BizGen



Creating the Next Generation of Entrepreneurs

Sector: Non-profits – education

Elements: Collateral

An entrepreneurship competition in its second year, BizGen hoped to inspire high school students to develop and pitch their own business plans with input from real-world professionals. But the fledgling program needed a cost-effective way to share its story with potential participants, schools, volunteers and sponsors.

A flexible design helped promote BizGen to teens, corporations and everyone in between.

THE SOLUTION

Creative Co-op’s experience with non-profits included several key insights that would guide BizGen’s project:

- A tailored one-to-one message often succeeds where “one size fits all” tactics fail
- Frequent messaging is a must for growing response rates and recall
- Personalized appeals and testimonials are powerful content boosters

With segments that ranged from teenaged participants to large corporate sponsors, flexibility was a must. Creative Co-op proposed a series of factsheets that could be used as low-cost downloads, email attachments, printed handouts or mailings. Each factsheet was carefully tailored to detail the program and its benefits to participants, educators, coaches, mentors, judges or sponsors.

In just a few weeks BizGen had a marketing toolkit that made segmentation, lead generation and fulfillment easy – a must for non-profits with limited time and resources. With Creative Co-op’s help BizGen planned to triple its field of participating teams by its third year, growing the ranks of future entrepreneurs.

Five factsheets provided an easy toolkit for segmented marketing to participants, educators, coaches, mentors, judges and sponsors.

To learn more about Creative Co-op and our approach to creating distinctive and powerful brand communications for your business, call 603.658.1600.



**Help to create the next generation of entrepreneurs.**  
 BizGen started like many things do – with a question: Where do entrepreneurs come from? We talked to people who had started successful businesses and discovered that the seeds of their future success were planted when they were students. They had an idea or thought of a better way to do things. They tinkered and created. They had mentors to help them along the way. And they asked plenty of questions.

**\$8,000 in Prize Money**  
 Winners receive both financial and in-kind support to help to launch their businesses.

- First Place: \$4,500
- Second Place: \$2,500
- Third Place: \$1,000

**Will you help us create the next generation of entrepreneurs?**

Segmentation at a glance

High-visibility logo placement for awareness and recall

Eye-catching incentive

Bold call to action

**Third-party endorsement or profile**

**Summary of key facts**

**Contact information and social media links**

**Bank of America**  
 "Bank of America has been a proud supporter of BizGen since inception. BizGen provides students with a vision toward a future in business creation and development – something Bank of America loves to see."  
 - Jonathan Deane, SVP, Small Business Executive

**Opportunities for Sponsors**  
 Sponsorship of BizGen offers a number of opportunities for brand exposure, including:  
 • Prominent placement on the BizGen website and all program materials.  
 • Prominent placement during the competition, attended by business leaders, educators and potential prospects throughout the region.  
 • Sponsorship mention in materials distributed to local, state and national media.

**Competition Timeline**  
**January–May:** Teams are formed, ideas are developed and refined with the help of coaches and mentors and a "pitch package" is submitted for review.  
**Late May/Early June:** The pitch competition is held at the University of New Hampshire's Paul College of Business & Economics.

**Thanks to Our Sponsor!**  
 University of New Hampshire  
 Bank of America  
 creative co-op

**Bank of America**  
 Bank of America's support of BizGen showcases its commitment to the unique needs of small business and entrepreneurs creating tomorrow's success stories. It also offers valuable exposure to a specialized collective of business leaders.

**University of New Hampshire**  
 Located in Seacoast New Hampshire's thriving business community, the University of New Hampshire and the Peter T. Paul School of Business and Economics attract a wide range of students, faculty and business leaders. Through sponsorship of BizGen, the University of New Hampshire is able to raise the profile of its brand among high school students demonstrating interest in business and a desire to learn while reinforcing its commitment to education at all levels.

**How to Get Started**  
 Interested in becoming a sponsor? Here's how to take the next steps.

**GET DETAILS**  
 Find everything you need to know at [www.bizgen.org](http://www.bizgen.org)

**GET ANSWERS**  
 Email us at [BizGen@99outlook.com](mailto: BizGen@99outlook.com)