

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.



**SPONSOR FACTS | BizGen Entrepreneurship Competition**

**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.

BizGen was established to help create the next generation of business leaders by encouraging entrepreneurial thinking and activities at the high school level. Students who participate in our competition form teams to generate ideas. We provide support by matching the team with “real world” business leaders to serve as mentors and help refine the idea. Students benefit by receiving valuable advice from established entrepreneurs and testing their ideas in a high-visibility setting – one that promotes your sponsorship among participants and business leaders.

**Your sponsorship can make a difference:**

- 95% of all businesses are small, accounting for one-half of all jobs
- The students you support today are a vital part of our future – as business leaders, employees and customers
- Help to ensure that our economy continues to grow and that our standard of living improves

**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**

\*Award support is determined based on the proposed business type and sponsorships.

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

SPONSOR FACTS | BizGen Entrepreneurship Competition [www.bizgen.org](http://www.bizgen.org)

Segmentation at a glance

High-visibility logo placement for awareness and recall

Eye-catching incentive

Bold call to action

**SPONSOR FACTS | BizGen Entrepreneurship Competition**

“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

**About BizGen**

A competition designed to nurture the creative spirit and critical business skills of tomorrow’s entrepreneurs.

**Who can participate?** High school students in teams that can range in size from 2 to 20 students. Teams are directed by their teachers and coaches and supported by mentors provided by BizGen or identified by the teams themselves.

**What do teams do?** Teams develop ideas for a business or innovation, test them and ultimately proceed with one idea to pursue as part of the competition. They create a detailed presentation and deliver it in person to our panel of judges. In the process, students apply principles learned in school, including aspects of marketing, economics, finance, mathematics and technology.

**Sponsor Spotlight**

**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**  
Peter T. Paul College of Business and Economics

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@outlook.com](mailto: BizGen@outlook.com)

BizGen is a 501(c)(3) not-for-profit corporation. [www.bizgen.org](http://www.bizgen.org) | Connect with us: [f](#) [+](#) [t](#) [in](#) **BizGen**

Third-party endorsement or profile

Summary of key facts

Contact information and social media links