



READY TO

LAUNCH YOUR BUSINESS?

**Port 100 and HWS are Teaming Up to Launch a Business Plan Competition
in the African American and Latino Communities**

**The Winning Business Plan will Win A Fully-Paid One-Year Membership to Port 100,
Including Small Business Development Counseling**

**Application Packages Can Be Picked Up At the Geneva Neighborhood Resource Center
(47 Castle Street) or Wherever You See This Poster**

**Application Help is Available From the City's Small Business Support Team
Call (315) 789-6104 to Schedule An Appointment**



**HOBART
AND
WILLIAM SMITH
COLLEGES**

Applications due by January 31, 2017



READY TO LAUNCH YOUR PLAN INTO ACTION?

HWS and Port 100 Launching Business Plan Competition in the African-American and Hispanic Communities

OUR MISSION

Geneva's comprehensive plan challenges the community to support entrepreneurialism as a means for building community wealth. We have also challenged ourselves to ensure that our business development programming engages with a diverse group of entrepreneurs, seeking out business opportunities in communities of color.

THE DETAILS

The City of Geneva and our economic development partners have founded PORT 100, a co-work space which provides entrepreneurs with a low-cost work space in downtown, with many amenities to support your business's growth and development.

For a low monthly fee, the entrepreneur enjoys 24/7 access to a dedicated work space, with free WiFi, copier/printer/ scanner, access to City, County, and State small business support programming, and an energetic, shared work environment with other firms seeking to grow their business.

Hobart and William Smith Colleges has partnered with PORT 100 to provide one firm in the African-American and/or Latino communities with one year of access to Port 100 and all support programs at no cost. The winning firm will be selected by a multidisciplinary panel of HWS and City staff, private business partners, and other business and cultural advocates.

THE COMPETITION

Interested entrepreneurs in the African-American and Hispanic communities are encouraged to develop or refine a business plan that addresses the following elements

VALUE: Describe your proposed produce or service. What customer need does it satisfy?

VIABILITY: What market research did you perform? What information suggests your project is viable

COMPETITION: Does your product or service currently exist in the market? If so, how will you set yourself apart from competitors?

CUSTOMERS: Who are your intended customers? How will you market to them?

COSTS: What are the costs associated with your product or services? What revenues do you anticipate to cover costs?

TIMELINE: What steps will you take to get the project started? Is it ready to go today?

These elements should be packaged into a business plan, which also provides a biography of the entrepreneur and any other members of your team. The biography should be in resume format, and include current contact information.

Submissions should be provided to the City Manager's Office, 47 Castle Street, Geneva, NY 14456, or emailed to mdh@geneva.ny.us. **PROPOSALS MUST BE RECEIVED NO LATER THAN 12 NOON ON JANUARY 31, 2017.**

NEED HELP?

For general questions on the contest, contact Matt Horn at (315) 789-6104, or by email at mdh@geneva.ny.us.

For help developing your business plan, the City provides support through Community Business Advantage, and their President, George Gotscik. To schedule a meeting with George, contact Nancy Coluzzi at (315) 789-6104, or by email at nac@geneva.ny.us.