



INSTITUTE FOR **MUSIC LEADERSHIP**
AT THE EASTMAN SCHOOL OF MUSIC

New Venture Challenge: Entrepreneurship in Music - Fact Sheet -

The Eastman New Venture Challenge is a contest to encourage new thinking and innovative ideas in music. It gives students the opportunity to develop a business plan that could result in the launch of a new entrepreneurial enterprise. Entrants must create and present a thorough business plan that demonstrates creativity and potential for success. The plans will be evaluated in a preliminary round by a panel of judges. Entries may be from individuals or teams of up to three students. Two to four student entries will be invited to participate in the final round where each enterprise will be evaluated on both the written plan and an oral presentation. Successful entrants will have demonstrated creativity, innovation, uniqueness, and added value to the music field. Plans will be returned to all entrants with comments and suggestions from the judges.

Awards

First prize: \$2,000 and the possibility of seed money for development of the venture*

Second prize: \$500 * Prize money may be taxable. Entrants should consult their tax advisor.

What is Entrepreneurship in Music?

The Ewing Marion Kauffman Foundation grant to the University of Rochester began a dialogue among the Schools within the University that resulted in a much broader definition of entrepreneurship than is usually found in business. "The transformation of an idea into an enterprise that generates value," is a description that encompasses all areas of study and is the definition in use at the Eastman School.

Timeline

An informational session with Dr. Ramon Ricker, Director of the Institute for Music Leadership, will take place on Thursday, October 16, 2008 from 6-7 pm in Miller Center 320 (3rd floor conference room). Attendance by possible participants is **strongly** encouraged as further contest details and information about business planning will be shared.

Monday, January 12, 2009 Intent to Compete Form Due

Monday, January 26, 2009 Business Plan Due

Friday, February 27, 2009 Announcement of Finalists

Friday, March 13, 2009 Final Round of Competition

All materials must be submitted by 4 pm on the due date to the Institute for Music Leadership Office (first floor of the Miller Center).

Eligibility

- The contest is open to all students who are enrolled full-time in an Eastman degree program and are in good academic standing.
- Entries can be by individuals or teams of up to three members.
- Business plans must be original work.

What to Submit

A Business plan that includes:

- Executive Summary
- Company Description
- Product or Service
- Market Analysis
- Strategy and Implementation
- Management Team
- Financial Plan

Judging

- Judges will be selected from the Eastman Kauffman Advisors and local venture capitalists.
- The Eastman New Venture Challenge reserves the right not to select a winner.
- Several second prizes may be awarded.
- Entrants are encouraged to seek advice from Eastman faculty and staff.

For more information please visit the Kauffman/Entrepreneurship link on the Institute for Music Leadership website, www.rochester.edu/Eastman/iml or call the Institute at (585) 274-1113.