



THE

BILLBOARD JACKSON

**ENTREPRENEURIAL
DEVELOPMENT PROGRAM**

PHI BETA SIGMA FRATERNITY, INC.
A BIGGER & BETTER BUSINESS INITIATIVE





CALL FOR ENTRIES

The Bigger and Better Business program of Phi Beta Sigma Fraternity, Inc. invites all aspiring entrepreneurs to participate in the 2020/21 James A. "Billboard" Jackson Entrepreneurial Development Program. All eligible participants will compete for a \$2,000 business development grant and the winner will be eligible to compete for a \$20,000 business development grant, which will be presented at Conclave 2021 in Myrtle Beach, SC.

The Billboard Jackson Entrepreneurial Development program is designed to invest in members of Phi Beta Sigma Fraternity, Inc. who wish to start a business. The program is a component of the fraternity's Sigma Business Initiative, which is the networking and small business support arm of its Bigger and Better Business Program.

Through the program, Phi Beta Sigma will provide start-up capital to fraternity members who present outstanding business plans. An expert panel of businessmen will objectively evaluate each presentation according to a rubric system. The region will recognize the outstanding business with investment capital to assist in their start-up venture.

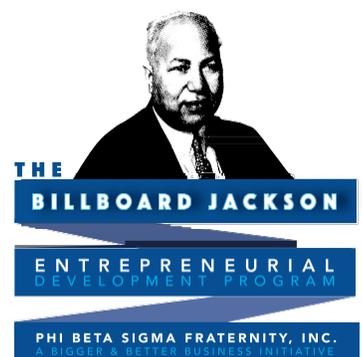
To apply, simply complete and return the enclosed application, along with your business plan, to Brother Ben Alston, Eastern Regional Director of Bigger and Better Business. A panel of judges will review all application packets, and will select finalists for the fall competition. All finalists will then be assembled and asked to present their business plan and idea to the panel. Finally, the panel will select the grant winner.

Please contact your State Bigger and Better Business Coordinators or Ben Alston, Eastern Regional Director of Bigger and Better Business, at BBB@pbseast.org for more information.

PROGRAM IMPLEMENTATION TEAM

Reginald Sluch
Gerald Lott
Terrence Gibson
Donald Hudson

Ben Alston
David Sledge
Vaughn Weaver
Reginald McCaskill





BACKGROUND



The Billboard Jackson Entrepreneurial Development program was established in 2000 as part of the fraternity's Eastern Region's Bigger and Better Initiative. The program was named in honor of Hon. Bro. James A. "Billboard" Jackson, a corporate pioneer and first black editor of Billboard Magazine. The region provided two \$1,000 business development grants to fraternity

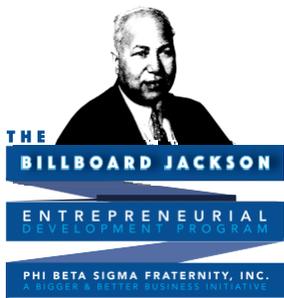
members (one collegiate and one alumni member) who submitted outstanding business plans. Past grant recipients have grown their businesses into multi-million dollar enterprises.

In 2015, the fraternity voted to expand the Billboard Jackson Entrepreneurial Development program as an initiative under

the Sigma Business Initiative program. The program now invites members from each of the fraternity's seven regions to compete for the development grants. The first international competition took place in 2016, where 32 businesses submitted business plans for consideration. Out of the initial entries, 8 businesses were selected as finalists, and were invited to present their respective plan at Phi Beta Sigma's International Headquarters office. The final round was held on September 16, 2016 as part of Phi Beta Sigma's Congressional Black Caucus Foundation week. After careful consideration, the panel selected ALuxuRe (Durham, NC-Southeastern Region) and Krispy Kustoms, Inc. (Manhattan, KS-Southwestern Region) as the two grant recipients. The Bigger and Better Business team looks forward to conducting the next Billboard Jackson competition during the 2021 Conclave.

2020/21 PROGRAM GUIDELINES

- Two (2) \$2,000 grants will be awarded (one Collegiate and one Alumni) for the best business plans and presentations as judged by a panel of business development professionals.
- Winners will be eligible to compete for a \$20,000 grant at Conclave Myrtle Beach 2021.
- The grant will be presented to the company the brother represents. The company must have—or be in the process of securing—a legal entity and a DUNS number.
- Business plans may be submitted by a team as long as all members of the team have the same membership status within the Fraternity.
- Plans may be submitted for either new or existing business ventures, as long as the plan is the original creation of the brother or team participating in the contest.
- All brothers who submit a plan must be in good financial standing at all levels of Phi Beta Sigma Fraternity, Inc. Each finalist must be registered for the 2021 Conclave by the final round of competition.
- There is no set format for the written business plan; however, each plan will be judged on the merits of the concept's explanation, concise goals and projections, market research, overall visual presentation, and the formal ten-minute live presentation.
- Each submitted plan will be initially judged on a regional level – either at the Regional Conference or at another designated location. Winners from the region will then compete for the \$20,000 international grant at the 2021 Conclave in Myrtle Beach, SC..
- The information contained in each plan will not be shared, sold or copied by any other entity.
- An electronic copy of all business plans must be submitted to Ben Alston, Eastern Regional Director of Bigger and Better Business at bbb@pbseast.org by **April 2nd, 2021**
- The subject line of each entry must state: "Business Development Grant Entry for (Your Name)". Each plan must be saved in either WORD 2004 or PDF format.
- Upon receipt of your business plan, you will receive confirmation, along with further directives for the regional presentation.
- Presentation times will be assigned on a first come, first serve basis.



2020/21 JAMES A. "BILLBOARD" JACKSON ENTREPRENEURIAL DEVELOPMENT PROGRAM

APPLICATION FORM

PERSONAL AND BUSINESS INFORMATION

Company Name	
E-mail Address	
Web Address	
Primary Contact	
Email Address	
Secondary Contact	
Street Address	
City, State Zip Code	
Telephone Number	
Industry	

PHI BETA SIGMA INFORMATION

Membership Number	
Collegiate/Alumni	
Name of Chapter	
Region	

BUSINESS PLAN CHECKLIST

(Note: Application must be accompanied by a complete business plan, which should include each of the following sections below. Please check all that apply)

	Executive Summary		Sales and Marketing
	Products and Services		Management Team
	Operations		Financial Summary
	Product Development		Business Description

Completed Application and business plan must be sent electronically to: Ben Alston, Eastern Regional Director of Bigger and Better Business, bbb@pbseast.org Email Subject Line must be "Business Development Grant Entry for <your name>".



BUSINESS PLAN CONTENT DESCRIPTION

Executive Summary	Grade the effectiveness of the introductory presentation of the entire business plan. After reading the executive summary, how interested are you in learning more about the company?
Business Description	The business description should include the various aspects of the company offerings, the history of the business, and any personal goals and objectives. The description should also provide the company's present situation—including current contracts, patents, copyrights, etc.—and any risks that affect the future performance of the company.
Products and Services	This section should describe what it is that the company is selling, as well as what makes the product or service unique.
Sales and Marketing	This section describes in detail the product or service's industry, the state of the market, competition, and general costs. The section should include what differentiates the product or service from its competitors (competitive advantage)
Operations	This section describes how the company operates, where its offices are located, equipment, overhead or other expenses, legal relationships, suppliers and credit policies. The section should also list key stakeholders (investors, employees, management, organizational chart, etc.
Management Team	This section provides detailed biographical information on the company's managers/executive team.
Product Development	This section gives the action plan the company will follow to make the product or service successful. The section should provide the path to success, both short term and long term. Where will your company be in five and ten years, and how will you get there?
Financial Summary	This section gives the record of the company's financial situation, and should include the company's financial statements (audited and unaudited).

Phi Beta Sigma Fraternity will never share, sell, or rent individual personal or company information with anyone for their promotional use without your advance permission or unless ordered by a court of law.

