

## Mission

BiGAUSTIN assists small businesses to successfully grow by providing comprehensive education, tailored business counseling and flexible loans.

## Vision

BiGAUSTIN fosters economic development as THE resource for small businesses to stimulate prosperity.

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

DATE: February 21, 2008

## **BiGAUSTIN OFFERS ENTREPRENEURS \$5,000 CASH PRIZE IN LIVE COMPETITION**

While most annual luncheons offer speeches or musical entertainment, BiGAUSTIN, once again, shows that it keeps its hands on the pulse of successful business trends. With their own version, the 8<sup>th</sup> Annual BiGidea Day Luncheon this year will capitalize on the live competition phenomenon that is sweeping the nation on reality television shows.

In this competition, participants must be entrepreneurs of at least 6 months and generate less than \$500,000 revenue. Each contestant will present their business plan in a live competition for selection as the best for 2008. The judges will be the audience of corporate, entrepreneur and community leaders. The winner receives a \$5,000 cash prize, which they can use to further their business goals.

Just as many of the competition reality television shows offer coaching from professionals in related fields, BiGAUSTIN, leaves no details untouched. They are offering free business plan counseling services and workshops to aid contest participants in preparation. Participation in these classes will not be used to influence judges, but to help the contestants prepare to present their very best.

The Business Plan Lab Session, which allows participants to work on their specific plan with a professional, will be held on Wednesday, February 27, at from 11:30 a.m. to 3:30 p.m. and Wednesday, March 12, 6:30 p.m. to 8:30 p.m.

"This timeline gives the participants an extra week and a half to finalize any fine-tuning on their entry before the submission deadline," said Jeannette Peten, Founder and President of BiGAUSTIN. "We want to give them every opportunity to be successful." That's the core value reflected in all that BiGAUSTIN does to help entrepreneurs.

All business plans for the BiGidea Day Luncheon competition must be submitted by 5 p.m. on Friday, March 21. For more information on the preparation classes and to register for the Business Plan competition, call 512.928.8010 or visit the website at [bigaustin.org](http://bigaustin.org).

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