



Spotlight on YouthBiz Stars Application Preparation

Review the questions below to prepare everything you need for a standout application!

Business Overview

1. Have you applied to this competition before?

2. Name of Business?

3. Tell us the story of your business.

You may want to include: How did you come up with the idea for your business? How long have you been operating this business or any prior business? What changes have you made to your product/service or pricing since the beginning of your business? What do you love most about running your business? If you have a charitable component of your business, tell us about it!

4. Website or social media page URL

5. What do you sell?

Include the following: A description of your product(s) or service(s), including every product/service you offer if you sell more than one, the prices of your product(s)/service(s), and the features and benefits that make your product(s)/service(s) great.

6. Images of product or you performing your service

7. Tell us about the people who are helping you make your business happen. Describe what they do for your business. These can be parents, siblings, friends, employees, etc...

8. What are the two things you want to accomplish in your business over the next year and why are these goals important to you?

9. Which age category do you fall into?

Financials

10. What is the total amount of money you've earned from selling your products/services last year? (Sales in USD)

11. Financials Spreadsheet: Revenue/Expenses (varies by age category)

a. One-time expenses

b. Sales from the past year

c. Expenses from the past year

Interview Question (Age Categories 12-15 and 16-21 only)

12. Tell us a little bit about yourself.

You may want to include: Why you started this business? What has surprised you the most? Highlight a challenge you have overcome in your business and what you learned from that experience. What's been the most fun about running your own business? What do you hope this experience will bring?

Market Research

12. Who are your target customers? For example, who are the types of people you see most likely to purchase your product/service?

13. Tell us how you currently sell your product/service as well as any ideas you have to increase sales. *Some examples might include: Website, online retailer, local fairs and marketplaces, word-of-mouth, and any advertising/promotion you have done or considered.*

14. Who is your competition? How does your business stand out from them?