

# Internet Biz 2010 Contest

## Planned Use of the Internet Descriptive Summary Instructions

### Contact and Eligibility Information

#### **Include the following:**

- Name of existing or proposed business. (*If a name doesn't exist yet provide a potential name or a descriptive title such as "Selling Widgets" etc.*)
- Town in which the business is or will be located or based
- Contact information:
  - Name of person submitting the plan
  - Email address
  - Mailing address
  - Phone number

#### **Statement of Eligibility:**

Participation in this contest is limited to for-profit small businesses which are owned at least 51% by United States citizens and are located in the Northeast Kingdom, per USDA Rural Development regulations. If you do not qualify, you cannot compete for the prizes (although you are welcome to participate in the education and the forum). If you do qualify, please include the following statement in your Descriptive Summary:

My business, (*business name*), in the current fiscal year has or is projected to have less than 50 employees and less than one million dollars of sales, less the costs of goods sold, is owned (???)% by United States citizens, and is located in (*either Caledonia, Essex or Orleans*) County in Vermont.

### Current or Proposed Business

*Use this section to give the judges an overview of your business. Provide a brief description of your current or proposed business, including your products and/or services, a profile of your current customers, and any particular challenges that will be addressed by your proposed use of the Internet. If your proposed Internet use will affect only a portion of your business, make sure you highlight this part of your business.*

### Proposed Internet Usage

*Describe how you would like to use the Internet to improve your business, such as to increase sales of products and services, or to improve customer satisfaction or employee efficiency. If you described challenges in the previous section, describe how this Internet use will help overcome these challenges.*

## **How the Proposed Internet Usage will be Effective**

*Any new tool is only valuable if it is used. Use this section to describe what actions you plan to take to ensure that your new Internet use will be effective and sustainable.*

*For example, if you are proposing a new e-commerce web site or a site to market your products and services, what will you do to make potential customers aware of your web site? What will you do over time to ensure continuing awareness? If you are proposing a new internal Internet application, how will you train others to use this application and how will you incent them to use it?*

## **Cost and Benefit Summary**

*Describe the anticipated costs for implementing the proposed use of the Internet and the expected financial or other benefits. Include development costs and other ongoing costs non-technical costs, such as additional storage space or inventory or training costs. Benefits could include additional revenue from new sales and/or savings from more efficient operations or reducing current costs such as print advertising.*

*Don't worry if you don't have complete cost/benefit figures at this point. Do your best to identify the areas of new costs and benefits. We'll help you refine these numbers before the final submission is due.*

## **Additional Information Needed**

*List additional information and/or assistance that you need in order to complete your plan for using the Internet for your business. This might include having more detailed information regarding the technical solution for your business, or the cost/benefit information from the previous section.*