

9th Annual Greater Washington  
**YOUTH ENTREPRENEUR OF THE YEAR  
COMPETITION**

## Call for Applications

### PURPOSE

Junior Achievement of Greater Washington is pleased to announce the **9<sup>th</sup> Annual Youth Entrepreneur of the Year Competition**, sponsored by Ernst & Young, which will recognize young people in the Greater Washington Region who have best embraced the entrepreneurial spirit. The competition is open to any student in the 9<sup>th</sup>-12<sup>th</sup> grade who has started and is currently running his or her own business, and will run from February 1 - April 11, 2012.

### THE AWARD

The student selected as the **Youth Entrepreneur of the Year**:

- Will receive an award and be recognized at the prestigious Ernst & Young Entrepreneur of the Year Awards on June 21, 2012.
- Will receive a \$1,000 award to be used as funds for business development.
- Will be invited to attend the Washington Business Hall of Fame in fall 2012.

The **Youth Entrepreneur of the Year** will have the opportunity to meet many of the region's top decision makers and business leaders at the Ernst & Young Entrepreneur of the Year awards and the Washington Business Hall of Fame. The winning student must be willing to respond to media requests for information in a timely manner.

### QUALIFICATIONS

Applicants must:

- Have started and currently be running a business or non-profit organization.
- Be enrolled students in the 9<sup>th</sup>-12<sup>th</sup> grade at an accredited high school in the 2011-2012 academic year in one of the following counties or cities:
  - **Maryland:** Calvert, Charles, Montgomery, Prince George's, Saint Mary's
  - **Virginia:** Alexandria City, Arlington, Clarke, Culpeper, Fairfax City, Fairfax County, Falls Church City, Fauquier, Fredericksburg, King George, Loudoun, Manassas City, Manassas Park City, Prince William, Spotsylvania, Stafford, Warren
  - **Washington, DC**
- Be citizens or legal residents of the United States.

Please see the Official Rules at [www.myJA.org/students/yeoty/rules/](http://www.myJA.org/students/yeoty/rules/) for a listing of all qualifications.

## **APPLICATION PROCESS**

Applicants must:

- Submit a completed application cover page, business plan, and balance sheet to Junior Achievement, to be received by 4:00 p.m. on April 11, 2012.
- Provide two letters of recommendation from a teacher, school staff member, or customer. Letters from family members or peers are not permitted. Letters must include a description of how long and in what capacity the author has known the applicant.
- Participate in an interview with a judging panel if selected as a finalist.

## **JUDGING CRITERIA**

Applications will be judged on the following criteria:

- Innovation: Does the business provide a unique product or service, or meet a market demand?
- Level of Commitment: Does the business plan reflect the applicant's commitment to the success of the business? (e.g., time invested, planning, etc.)
- Resourcefulness: Has the applicant maximized his/her assets and available opportunities?
- Goals: Are the applicant's goals clearly defined and well thought out?
- Product Quality: Does the applicant's business provide a quality product or service?
- Potential: To what degree does the applicant's business demonstrate the potential for continued growth and success?
- Planning: Has the applicant created a sustainable growth plan for the future?
- Profitability: Is the applicant's business financially stable?

An official judging committee chosen by Junior Achievement of Greater Washington and Ernst & Young will select a winner. Junior Achievement or the official judging committee may ask for more information from applicants at any time prior to the final selection. The winner will be announced in June 2012.

For more information, please visit [www.myJA.org/students/yeoty/](http://www.myJA.org/students/yeoty/) or contact David Bing, Director, Development Operations, at (202) 777-4475 or [David.Bing@JA.org](mailto:David.Bing@JA.org).