

2025 U.S. EAGLE SCHOLARSHIP CRITERIA

Create a Business Plan

Writing a business plan is crucial as it serves as a roadmap for entrepreneurs to guide them through key decisions and strategies. According to the U.S. Small Business Administration, over 30 million Americans own their own businesses, emphasizing the necessity for thorough planning to help you navigate the competitive landscape successfully.

APPLICATION CRITERIA

Create a business plan for a made up (or perhaps your already existing) business. You will need to come up with a product or a service and create a business plan.

Consider the following for your presentation:

- | | |
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| <input type="checkbox"/> Cover Page | <input type="checkbox"/> Market and Industry Analysis |
| <input type="checkbox"/> Table of Contents (optional) | <input type="checkbox"/> Market Segment |
| <input type="checkbox"/> Business Description | <input type="checkbox"/> Target Market and Demographics |
| <input type="checkbox"/> Mission Statement | <input type="checkbox"/> Competition |
| <input type="checkbox"/> Type of Business | <input type="checkbox"/> Sales and Marketing |
| <input type="checkbox"/> Name | <input type="checkbox"/> Method of sales |
| <input type="checkbox"/> Product Description | <input type="checkbox"/> Advertising and Promotion |
| <input type="checkbox"/> Pricing Strategy & rough budget | <input type="checkbox"/> Slogan |

Bonus: Include a flyer about your product or service to receive extra points.

Apply online at useagle.org or scan the code



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