



Eastern Connecticut State University

NEWS

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For Immediate Release

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Eastern Students: Finalists in the 2007

Collegiate Business Plan Competition

WILLIMANTIC, CT – On Dec. 6, two groups of students from Eastern Connecticut State University presented their small business proposals to a panel of judges at the 2007-08 Connecticut Business Plan Competition. The event was held at the New Haven Lawn Club, and Davetta Thacher, Eastern business administration professor, served as faculty adviser and accompanied the students.

The competition was open to all undergraduate and graduate students attending college in Connecticut. A total of 33 business plans were originally submitted by students attending eight different colleges and universities. The Eastern finalists were among a reduced field of 14 groups that were selected by Connecticut Venture Group in Fairfield during the fall semester phase of the competition.

Finalists were selected in four categories: undergraduate small business; undergraduate venture business; graduate student small business; and graduate student venture enterprise. Proposals were judged by a panel of consisting of financial and business start-up experts.

Eastern students Daniel Benoit, Denise Sassu, Christina Hale and Jennifer McManus submitted a plan entitled “The Nutmeg Investment Group, LP.” Their proposal took advantage of a slumping housing market, to create a return on investment based on the purchase and subsequent resale of multi-family properties.

“Shaboo,” submitted by students Andrew Gutt, Ben Mitchell, Andrew Dion-Tollman and Jaria Aljoe, is a proposal for a live music venue in Willimantic. The proposed facility would provide a solution to the lack of live music options in eastern Connecticut and would be geared toward the 21-to-35 age group.

The small business proposals were for business opportunities catering to a limited local market; venture enterprises included technology-based or mass-market products and services.

Mike Roer, executive director of the Connecticut Venture Group, says that the “competition requires the students to formally develop a business plan which is a necessary first step for launching a new business. The plans are assessed by the judges on

the likelihood of success and the growth potential of the business. Each student receives expert feedback on their plan, and this advice can be invaluable.”

The Collegiate Business Plan Competition is sponsored by the Connecticut Department of Economic and Community Development (DECD); the Apple Picker’s Foundation; Connecticut Innovations; the Entrepreneurship Foundation; and the Connecticut Venture Group.

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Eastern Connecticut State University is part of the Connecticut State University (CSU) system and is the state’s public liberal arts university. Eastern serves more than 5,000 students each year on its Willimantic campus.

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It is the policy of Eastern Connecticut State University to ensure equal access to its events. If you are an individual with a disability and will need accommodations for this event, please contact the Office of University Relations at (860) 465-5735.