



2026 SENIOR SCHOLARSHIP ***A New Business Start Up***

In partnership with Faust Construction, W Insurance Group would like to award a 2026 Senior with the opportunity to start their own business. The recipient will receive a total of \$5,000 to begin their business venture.

To apply, please send your business plan to admin@wmagent.net by March 31, 2026. Candidates will be required to take time to come into the office and present their business plan.

Your business plan should include the following:

- **Business summary**
 - Name
 - Location
 - Legal structure (LLC, S-corp, Inc.)
 - Ownership
 - Products/services offered
 - Vision
 - Customer needs
 - Unique value proposition (what makes your business stand out)
- **Vision**
 - One & five year aspirations
- **Market research & analysis**
 - Target market (who/where are your customers)
 - Industry overview & trends
 - Strengths & weaknesses
- **Products & services**
 - Offers (products and/or services)
 - Pricing strategy
 - Unique experience or features
- **Financial plan**
 - Use of scholarship funds and any other contributions
 - Projected revenue and expenses
 - Breakeven equation

We'll review each business plan and offer one recipient the opportunity to start their business by June 1, 2026.

Scholarship funds will be distributed upon creation of a business checking account.