



Bronner Business Institute

PRESS RELEASE

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EDEN CHRISTIAN BOOKSTORE WINS THE BRONNER INSTITUTE \$25,000 BUSINESS PLAN COMPETITION

Atlanta, GA, October 10, 2006 – Bronner Business Institute (BBI) announced today the winner of its \$25,000 Business Plan Competition. Eden Christian Bookstore a contemporary, for-profit retail company specializing in delivering a broad scope of authors and titles in a relaxing atmosphere with open lounges, private meeting spaces as well as cafe took first place in the 2006 BBI Business Plan Competition, winning one of the largest prizes offered in general business plan competitions. After two rounds of judging, Eden Christian Bookstore not only won the grand prize but valuable feedback from an array of judges which included academicians, venture capitalists, lawyers, accounting and HR professionals, entrepreneurs and bankers.

BBI designed the three month long competition to simulate the real-world process of entrepreneurs soliciting start-up funds from early-stage investors and venture capital firms. The winning company was selected from 36 entrants through an intense process of business plan evaluation and a head to head competition of the top 10 entrees. "Each finalist was challenged to present and defend their plans to a panel of experts. While there can be only one winner, I believe that each contestant takes away a winning insight into how to make their businesses better, stated Dr. Alfred Watkins, Director of BBI.

This was the first year of the BBI competition. The winner was announced during the October 10th BBI Kingdom Connections networking event, a bi-monthly forum held at the Word of Faith Family Worship Cathedral Life Training Center. The networking event is free and open to the public. Work is already underway for planning the 2007 Business Plan Competition.

BBI, a non-profit organization founded in 2000, is an 1,100 member supported organization that provides networking, classes, forums, and technical assistance to encourage, equip, and empower entrepreneurs to conduct successful enterprises marked by integrity, faith, and a commitment to building the kingdom of God.

For more information about BBI, call (770) 874-8400x1105, email: kconnect@nhbbi.org, or visit: <http://www.nhbbi.org>.

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Building Kingdom businesses one connection at a time.