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The nationwide "Just Start" campaign is designed to help turn small business dreams into a reality. Go to www.IWillJustStart.com to enter for a chance to win a business startup grant valued at $50,000 in cash, products and services and download free QuickBooks Simple Start accounting software from Intuit.

National Campaign Empowers Aspiring Entrepreneurs to Turn Business Dreams Into Reality

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--

Intuit Inc. (Nasdaq:INTU) has $50,000 reasons to inspire Americans who dream of starting a business to "Just Start(TM)."

A nationwide "Just Start" campaign at www.IWillJustStart.com is designed to help turn dreams into reality, changing "I wish I had just started my own business..." to "I just started my own business!" With research showing that 72 percent of Americans aspire to run their own company, the "Just Start" campaign helps wishful entrepreneurs take the next step in realizing their business aspirations with encouragement and guidance from Intuit - and a chance to win a $50,000 startup grant.

Many Americans are unfulfilled by their work based on Intuit's recent "Just Start" survey conducted by an independent market research firm. In fact, 84 percent believe that they would be more passionate about their work if they owned their own business and nearly 70 percent regularly think about resigning from their job.

To help Americans feel more fulfilled by what they do every day, the "Just Start" campaign encourages them to explore their entrepreneurial aspirations. It offers them guidance to take the next step with key getting-started resources, from how to incorporate a new business, to cost-effective ways to find customers. The campaign also offers a head start with a chance to win a business startup grant valued at $50,000 in cash, products and services.

Free Accounting Software

As part of the campaign, Intuit today also announced that it is offering its easy-to-use QuickBooks Simple Start accounting software for free. Previous versions of the award-winning software were valued at $99.95. Trusted by more than 300,000 businesses, Simple Start liberates new entrepreneurs to focus on running their business and not hassle with managing their finances. It tracks the essentials of "money in" and "money out" and keeps key business data organized for tax time. The software can be downloaded for free at www.IWillJustStart.com.

"Whether it's someone working in their day job, a stay-at-home mom, or a recent retiree, we're looking to inspire anyone who dreams of starting their own business," said Rick Jensen, vice president of Intuit's Small Business Division. "'Just Start' is a rallying cry for people to break free - whether that's to resign from the corporate world or simply to take a hard look at whatever is stopping them from pursuing their business dream - and finally commit to take the next step in making it happen."

Enter the "Just Start" Contest

Aspiring business owners can enter the "Just Start" contest by submitting a letter or video to www.IWillJustStart.com, or by visiting one of the local "Just Start" events in four major cities. Entrants will describe their business dream, what they need to do to make it happen and how they would use Intuit's "Just Start" business grant to get started.

Entries must be submitted by Dec. 15, 2007. A panel of independent small business experts, including Anita Campbell of Small Business Trends, John Jantsch of Duct Tape Marketing and Ramon Ray of Smallbiztechnology.com, will review the submissions and select five semi-finalists. Those entries will be posted on the site in mid-January, when visitors can view and vote for their favorite.

Winners will be announced at the end of January 2008. The grand prize "Just Start" grant is valued at $50,000, which includes $40,000 cash and a $10,000 value in business services and resources. In addition, two finalists will receive $5,000 in cash.

Experience the "Just Start" Feeling

Budding entrepreneurs can experience "Just Start" in four busy commuter hubs across the country. At each "Just Start" Lounge, they can enter the contest by sharing their business dreams on video. They can also draw inspiration from local entrepreneurs, obtain expert advice from local business experts and get a free copy of QuickBooks Simple Start. Cities include:

- Seattle - Oct. 24-25, Westlake Center.
- Chicago - Nov. 1-2, Union Station.
- New York - Nov. 7-8, Grand Central Station.
- Boston - Nov. 13-14, South Station.

"For those grappling with the idea of starting a business, this campaign is the perfect opportunity to finally do it," said Anita Campbell of Small Business Trends. "It shows Intuit's commitment to go beyond products to empower the entrepreneurial spirit."

Multimedia and additional information: Intuit Press Room

Suggested links: Facebook Group, JumpUp.com

About Intuit Inc.

Intuit Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Its flagship products and services, including QuickBooks(R), Quicken(R) and TurboTax(R) software, simplify small business management and payroll processing, personal finance, and tax preparation and filing. ProSeries(R) and Lacerte(R) are Intuit's leading tax preparation software suites for professional accountants. The company's financial institutions division, anchored by Digital Insight, provides on-demand banking services to help banks and credit unions serve businesses and consumers with innovative solutions.

Founded in 1983, Intuit had annual revenue of $2.67 billion in its fiscal year 2007. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom and other locations. More information can be found at www.intuit.com.

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