



2013 Business Plan Competition

Competition Guidelines

Rules & Eligibility

1. **Entry Form.** Competition entrants must complete an entry form to enter the Competition
2. **Age.** Must be 18 years of age or older. Documentation may be required.
3. **Location.** The business proposed in 2013 Edge Connection Business Plan Competition entry form must operate in Georgia.
4. **Residency.** All individual applicants must be legal residents or U.S. Citizens. Documentation will be required of all finalists.
5. **Start Ups Only.** All Businesses must have ideas or business concepts that require start-up capital. Operating businesses with existing revenue are not eligible.
6. **For-Profit Businesses Only.** The 2013 Edge Connection Business Plan Competition is a business plan competition for for-profit businesses. Non-profits are not eligible to enter.
7. **Individual and Partners Entry.** 2013 Edge Connection Business Plan Competition entrants may enter only once, either as an individual or part of a business team. If entering the competition with partners, you must appoint an individual as the leader – you must list all individuals in the business.

Rules & Eligibility

8. **Meet with a Business Consultant.** Each applicant must meet at least once a week with a business consultant during the competition.
9. **Deadline.** Your business plan must be sent to The Edge Connection (theedge@kennesaw.edu) no later than midnight on July 15, 2013.
10. **Applicants must read** and become familiar with the Judging Criteria and Elements of the Business Plan posted on the edge connection website.
11. **Ineligibility.** Employees or their family members are not eligible to enter the 2013 Edge Connection Business Plan Competition either individually or as a partner in the business.
12. **Disbursement of Funds.** Prize money will be awarded to each winner following the end of the competition at The Edge Connection Bi-Annual Graduation Ceremony. The winning entrant or business partners will have the sole responsibility for deciding how to allocate or otherwise use its prize proceeds.

Rules & Eligibility

Confidentiality. By the submission of your Business Plan, you understand and agree that a short description of your Business Plan will be considered a “public summary” of your plan and may be used in public documentation related to the competition. The Edge Connection will provide a copy of your business plan to competition staff and judges. The Edge Connection will have no responsibility to protect the intellectual property rights of each contestant. Protection of such rights is the responsibility of each applicant. The Business Plan will not be returned and will be destroyed after the competition has ended.

Disqualification. Violation of any one or multiple rules for eligibility will result in disqualification from the 2013 Edge Connection Business Plan Competition at any point.

Please Note. Interpretation and enforcement of these regulations are in the sole discretion of The Edge Connection and the decisions of the judges are final

Judging Criteria

The Judges will evaluate each Business Plan based on the following:

- 1) Content of plan, including the thoroughness and quality of the analysis
- 2) Effective use of business information and research
- 3) Clear communication
- 4) Effective use and impact of the prize money
- 5) Probability of successful launch
- 6) Community impact and job creation potential
- 7) Quality and effectiveness of final presentation (in the event the applicant becomes a finalist and is invited to present)

Judging Criteria

Format

Your electronic copy, including the financials, should be saved as ONE (1) file in PDF format.

No longer than 20 pages, (excluding cover page, table of contents, financial statements, and Appendix). Points will be deducted from your score if your plan exceeds 20 pages and this will affect your final score.

Judging Criteria

The panel of judges will review submitted business plans. Finalists will be notified and required to meet with the panel of judges to present their Business Plan and respond to questions. The date, time and location of these meetings will be provided to those finalists whose plans are chosen. The winners will be announced on August 1, 2013 at The Edge Connection's Bi-Annual Graduation Celebration

Elements of a Business Plan

The business plans can follow any model but must contain the following:

- 1) A one page summary to accompany the business plan
- 2) Cover page with the name of the applicant, street address, telephone number, and email address of the individual entrant(s) and team leader
- 3) Name, address, phone number, email address
- 4) A Table of Contents with page numbers
- 5) Page numbers throughout the business plan

Elements of a Business Plan

6) Elements of a Business Plan

- Executive Summary
- Company Description
- Industry analysis and Trends
- Target Market Analysis
- The competition
- Strategic Position and Risk Assessment
- Marketing Plan and Sales Strategy
- Operations
- Management & Organization
- Development Milestone & Exit Plan

Elements of a Business Plan

7) Financial Projections

- 3-Year Summary Balance Sheet
- 3-Year Summary Income Statement
- 3-Year Summary Statements of Cash Flow
- Monthly Income Statement for year 1 and 2

Important Dates

May 2, 2013 – The Edge Connection Business Plan Competition Announced (Download Entry Form from Website (www.theedgeconnection.com/BPCompetition))

May 15, 2013 – Last day to submit entry forms to theedge@kennesaw.edu or via Fax 770-499-3636 Attention BP Competition Coordinator

July 8, 2013 – Business plan must be submitted to theedge@kennesaw.edu no later than midnight

July 15, 2013 – Finalist invited to present

August 1, 2013 – Winners announced at The Edge Connection's Bi-Annual Graduation Celebration