



*Empowering and Developing
Georgia's Entrepreneurs*

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Overview



The Edge Connection is proud to announce the 2nd Annual Edge Connection Business Plan Competition for all our clients who have completed all four modules of our “Plan for Profit” business plan development course and “Pitch Perfect” workshop.

Overview



Entrants should have completed all four modules of our "Plan for Profit" business plan development course and "Pitch Perfect" workshop.



Submit Entry Forms online by 6 pm, July 2, 2014.



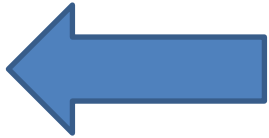
Each applicant must meet at least once with a business consultant during the competition.



Submit completed Business Plan online by 6 pm July 2, 2014.



Semi-finalists selected to present their business plan will be notified by July 25th to pitch on July 30th.



Winners will be announced in Edge Connection Summer Picnic and Business Plan Competition Awards Ceremony on August 9th

The Prizes



Three (3) winners will receive cash awards for entering the best business plan to start a business in Georgia.

Cash prizes for:

- 1st Place Award - \$3000
- 2nd Place Award - \$1500
- 3rd Place Award - \$500

Rules and 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 2014 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.

Rules and Eligibility



6. **For-Profit Businesses Only** - The 2014 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** - 2014 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.
8. **Meet with a Business Consultant** - Each applicant must meet at least once with a business consultant during the competition.

Rules and Eligibility



9. **Deadline** - Your business plan must be sent to jfulsang@kennesaw.edu no later than 6 pm on July 2, 2014.
10. **Ineligibility** - Employees or their family members are not eligible to enter the 2014 Edge Connection Business Plan Competition either individually or as a partner in the business.
11. **Disbursement of Funds** - Prize money will be awarded to each winner following the awards ceremony at The Edge Connection Summer Picnic and on August 9, 2014. Funds will be distributed by The Edge Connection at the request of the winner for qualified, pre-approved business expenses.

Rules and 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.

Rules and Eligibility



Disqualification - Violation of any one or multiple rules for eligibility will result in disqualification from the 2014 Edge Connection Business Plan Competition.

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.

Entry Form



Follow the link below to access the entry form.

[Entry Form Here](#)

Or visit theedgeconnection.com and click on “Business Plan Competition” under the “Events” tab.

Judging Criteria



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

1. Probability of successful launch
2. Effective use and impact of the prize money
3. Content of plan, including the thoroughness and quality of the analysis
4. Effective use of business information and research
5. Clear communication
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.

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 Saturday August 9, 2014 at The Edge Connection Summer Picnic.

Elements of a Business Plan



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

1. A one page executive 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. A table of contents with page numbers
4. Page numbers throughout the business plan

Elements of a Business Plan



5. A comprehensive Business Plan including:
 - 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



6. Financial Projections, including:

- 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



- **June 2, 2014** – The Edge Connection Business Plan Competition Begins. [Click here to download the entry form.](#)
- **July 2, 2014** – Last day to submit entry forms to jfulsang@kennesaw.edu or via Fax 770-499-3636 Attention Business Plan Competition Coordinator
- **July 2, 2014** – Business plan must be submitted to jfulsang@kennesaw.edu no later than 6 pm.
- **July 25, 2014** – Entrants moving on to the pitch round will be notified.
- **July 30, 2014** – Finalists invited to pitch their business plans.
- **August 9, 2014** – Winners announced at The Edge Connection's Summer Picnic and Business Plan Competition Awards Ceremony