Stark Entrepreneurship Alliance (SEA) Business Plan Competition

Hosted by Walsh University during Entrepreneurship Week 2015

Stage 1: Executive Summary  Deadline: March 16th, 2015. 5:00pm

Guidelines: Executive summaries must be 2 to 5 pages of text and should include information on:

- Company summary
- Customer/market analysis: market size, potential market share and the problem or need your company solves
- Product or service description including current state of development
- Intellectual property: status of patents and licenses (if applicable)
- Competitive differentiation
- Management team and/or advisors, including relevant experience
- Financial: 3-5 year projection of revenue, profit and cash flow
- Amount of investment you are seeking and use of funds

A first-stage judging panel will select up to 25 plans to move forward to Stage 2

Business plans not chosen to move forward are still eligible to engage in the pitch competition and/or innovation challenge

Stage 2: Written Plan  Deadline: April 7th, 2015. 5:00pm

Contents of the Written Business Plan: your business plan should include (max 10 pages—Cover page or table of contents is not included in count):

- Cover Sheet (Company Name, School. Presenting Team Members, Team Leader contact info)
- Executive Summary
- Product or service description (incl. current status of development – beta, prototype, etc.)
- Customer/Market analysis (market size and potential market share)
- Sales and Marketing Plan (how you will go-to-market)
- Intellectual property status (e.g., patents, licenses, etc.)
- Competitor Analysis (competitors and your competitive differentiation)
- Management team and/or advisors, including relevant experience
- Financial highlights (cash flow, income statement, & balance sheet)
- Offering of the company (how much investment you are seeking, uses of funding, possible exits)

Business Plan Financial Data: Financial data should include a cash flow statement, income statement, and balance sheet. This data should be included in a summarized fashion in the main section of the business plan. Include an explanation of the offering to investors indicating how much money is required, how it will be used, and the proposed structure of the deal, (i.e., stock, debentures, etc.) and possible exit strategies. Detailed financial data and tables should be included in the appendix.

Please note: The team is not required to reveal the exact desired terms of the deal (i.e., proposed company valuation and percentage of company being offered). However, teams should expect to be asked about these terms and should be prepared to answer these questions in some fashion (if this
information is not already provided in the written plan.) It is up to the team to assess the BEST way to address this question; however, past experience indicates that some judges will want to know a team’s estimated company valuation.

**Appendices:** should be included only when they support the findings, statements, and observations in the plan. Because of the number of teams in the competition, judges may not be able to read all the material in the appendices. Therefore, the text portion of the plan (10 pages) must contain all pertinent information in a clear and concise manner. All appendices must fall within the 6 page limit; any pages over this limit will not be posted or otherwise provided to the judges.

**Changes to Your Business Plan:** Once your written business plan is submitted on April 3, 2015 it will be provided for review by the judges, and you will receive written feedback on your plan from the judges prior to your arrival on campus on April 16. You will not have a chance to modify your written business plan after March 23. However, if you feel the need to modify your plan, when you make your oral presentations on campus, you can incorporate these changes into your presentation.

All teams will receive written feedback from judges. Stage 2 judges will select up to 10 plans to be presented during the Stage 3 Oral Presentations.

**Stage 3: Oral Presentations**

- Each team (or individual) will present their business plan in a 10-minute presentation, followed by up to 10 minutes of Q&A from the Stage 3 judges. These time regulations will be strictly enforced
- Each business plan will have been provided to the Stage 3 judges ahead of time
- Teams will be required to provide any presentation media (e.g., PowerPoint, Prezi, video, etc.) by April 14, 2015 and these will be pre-loaded on a computer at the presentation site
- The presentation room will be equipped with a large-screen projector, though teams are strongly encouraged to have a contingency plan if technology fails

**Prizes:**

Prizes will be awarded to the top three teams as determined by the Stage 3 judges:

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<tr>
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<th>Collegiate Contest</th>
<th>JA- High School</th>
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<td>First Place</td>
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<td>Second Place</td>
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<td>Third Place</td>
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Eligibility, Rules, and Legal issues:

- **Eligibility:** The competition is open to individuals or teams of up to 6 people.
  - 2 Divisions:
    - **Collegiate:** Each team (hereafter also referred to as “Company”) must have at 66% of its members from an educational institution in the Stark Entrepreneurship Alliance (Walsh University, Stark State College, University of Mount Union and Kent State University at Stark).
      - Teams may include members from more than one of these institutions
      - Team members must be currently enrolled (Spring 2015) as students, (undergraduate or graduate level)
      - Non-students may be involved in the team/management structure, but are prohibited from being involved in the oral presentation and/or Q&A
    - **Junior-Achievement High School:** Each team (hereafter also referred to as company) must have 100% of its members from a high school that is enrolled in the Junior Achievement Program in Stark County.
      - Teams may include members from more than one of these schools
      - Team members must be currently enrolled (Spring 2015) as students
      - Non-students may have been involved in the advising process, but are prohibited from being involved in the oral presentation and/or Q&A.
      - Non-students may not be part of the formal organizational structure

- Only one entry may be submitted per Company
- The SEA Business Plan Competition has been designed for new businesses. Businesses should meet the following criteria:
  - Less than two years old, as of January 1, 2015
  - Gross sales of less than $250,000, as of December 31, 2014
  - New businesses that are in the beginning stages and have yet to be legally formed, are also encouraged to apply
- **Use of Business Plan Materials:** The SEA and/or Walsh University reserve the right to use any material prepared for the SEA Business Plan competition to publicize and promote the event, whether for the current or future years.
  - The SEA and/or Walsh University may use these materials in any printed materials and any videotape or other medium that it may produce. The SEA and Walsh University may record (video and/or audio) any portion of the Competition and utilize these recordings in any way that its sees fit
- **Entry Fees:** The SEA Business Plan competition does not have an entry fee.
- **Changes to Competition Rules:** While not anticipated, these rules and prizes are subject to change at the discretion of the SEA and/or Walsh University at any time. The SEA and Walsh University staff have the right to interpret these rules according to their own judgment.
- **Decisions regarding the Competition and the Winners:** All decisions regarding the competition rules, procedures, and processes are at the sole discretion of the SEA and/or Walsh University. Changes and/or interpretations of these rules may be made by the SEA and/or Walsh University at any time, even though they may be (or may appear to be) in conflict some previously
published information. The selection of the teams to compete and the decision of the winners are at the sole discretion of the judges and the SEA and/or Walsh University.

- Best efforts will be made to make decisions in accordance with this Official Rules document, and to update this document and related websites in an expedient manner where applicable.

- **Non-confidentiality:** All sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these sessions may be broadcast to interested persons through media which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that could possibly enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged, or presented in these sessions.
  
  - Due to the nature of the competition, we are not able to ask judges, reviewers, staff, or the audience to agree to or sign non-disclosure statements. However, the SEA and Walsh University will make every effort to limit distribution of business plans presented at the competition. The SEA and/or Walsh University cannot guarantee that other individuals will not obtain access to electronic or hard copies of the business plan. All presentations are open to the general public, and some presentations may be videotaped. Attendance by media personnel is expected.

- **Copyrights & Permissions:** If a team uses copyrighted materials and/or images from a third-party in their submissions or presentations, they must obtain permission and authorization in advance from the owners to use this material.

- Information presented by the Company at the SEA Business Plan Competition is the sole responsibility of the Company. The SEA, its member institutions and any of its affiliates (collectively, “SEA”), have not taken, and do not intend to take, any steps to verify the adequacy, accuracy or completeness of any information, materials or statements presented by the Company. The Company, and not the SEA and/or Walsh University, is responsible for ensuring the Company’s compliance with all applicable federal, state and other securities laws, and it is solely the Company’s responsibility to comply with any of such laws that are applicable. The SEA and/or Walsh University does not give investment advice, endorsement, analysis or recommendations with respect to any securities and is not a broker, venture fund or an investment advisor.