



Crowder SIFE Business Plan Competition

The Spirit of the Competition

The Crowder College Students In Free Enterprise (SIFE) hope to stimulate and nourish the entrepreneurial spirit in our region by hosting the “You Plan It We Plant It” Business Plan Competition. In particular, we hope this competition will help develop and grow new ventures that are based on their own ideas and technologies. We encourage each of the business plans to address the area of sustainability in an effort to be environmentally friendly. We also seek to provide entrepreneurs with forums in which they develop skill in pitching their ventures to potential investors and receive constructive feedback for increasing the probability of successfully launching their ventures. Finally, the competition will provide the “best” of these ventures with resources and \$3,000 in seed capital to launch the venture.

To provide a relatively level “playing field” for participants from around the region, the advisory board members have developed the following set of guidelines that participants are expected to satisfy. At the same time, the board recognizes that no set of guidelines, no matter how thorough or carefully developed can ever cover all circumstances. Accordingly, all participants are expected to abide by the guidelines as well as the overall spirit of the competition. The advisory board reserves the right to disqualify any participant that violates the spirit of the competition. Judges and their family may not compete.

Nature of Ventures

The competition is for any new, independent business ventures in the seed, start-up, or early growth stages.

Confidentiality and Intellectual Property Guidelines

- The authors of the business plan will retain all rights to the plan regarding its use at all times prior to and following the competition except as stated below. Due to the nature of the competition, we will not ask judges, reviewers, staff or the audience to agree to or sign non-disclosure statements for any participant.
- Crowder College, Crowder SIFE Team, and the organizers of the business plan competition, may make photocopies, photographs, videotapes and/or audiotapes of the presentations including the business plan and other documents, charts or material prepared for use in presentation at the SIFE Competition.

Seed Capital

- **\$3,000 seed capital grand prize**
- Seed Capital will be awarded on merit
- Recipient will have 12 months to spend the seed capital
- Recipient must submit documentation of legitimate business expenses in order to receive seed capital

Submission Instructions

Failure to meet submission deadline may result in disqualification. Judges will receive copies of the plans for review in advance of the presentations.

1. Business Plans Due – March 1, 2010

One electronic copy (MS Word format or PDF) of the final plan should be emailed to sife@crowder.edu on or before 11:59 pm CDT Monday, March 1, 2010. Plans will then be forwarded to judges.

- a. Plans will be no longer than 20 pages in length; typed and double-spaced, using 12-point font. Margins will be 1” on all sides. Spreadsheets and appropriate appendices are permitted, but the entire plan must not exceed 30 pages.
 - b. The text portion of the plan is the most essential part, and time may not permit careful study of any attachments or appendices by the judges. All necessary information should be stated in your business plan, and attachments, appendices, and spreadsheets included for justification or illustration purposes.
 - c. Questions should be emailed to sife@crowder.edu
- ### **2. Oral Presentations and Awards Ceremony - April 1, 2010 at 6pm**

Finalists will be required to present their idea. Each finalist will have 5 minutes to present their plan, followed by judges’ 5 minute question and answer. Judges will have 10 minutes to confer and break if necessary. A LCD projector and screen will be provided. Finalist will need to bring their own laptop with their presentations previously loaded. Microphones will not be needed based upon room size. Judges will finalize the scores and the winners will be announced at our awards ceremony following the presentations. The judges’ decision will be final.

Business Plan Workshop

A business plan is a strong indicator of the future success or failure of any start-up business. In an effort to assist all participants in producing a viable business plan, we are requiring all participants to attend The Basics of Writing a Business Plan workshop.

Title: The Basics of Writing a Business Plan

Instructor: Kathy Macomber, Business Development Specialist

Cost: \$29 which includes materials

Info: 3 hour workshop designed for existing businesses or start-ups.

Practical examples and forms will be used to help participants learn to develop a useful business plan as required by most lenders. Learn how the business plan elements can serve to filter out poor ideas and how it can serve as a “selling” tool. Discover how the business plan can facilitate implementation of a new business strategy and serve as a tactical model for existing businesses. Optional software: The Ultimate Business Planner software and workbook (a \$99 retail value) will be available for purchase for \$50.

After attending this workshop, participants will be eligible for the following services offered by the Missouri Small Business & Technology Development Center:

- Individualized Consultation
 - Marketing Strategies
 - Financial Analysis
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Participants may enroll in one of the following workshops.

- Thursday, January 28, 2010 from 1-4 pm
- Monday, February 1, 2010 from 6-9 pm
- Monday, February 22, 2010 from 6-9 pm

Both workshops will be taught on the Crowder College Neosho campus in the Wright Conference Center located on the second floor of the Arnold Farber Building.

- To register, please go to the following website: www.missouribusiness.net/calendar
 - Put in the appropriate date, click register now, and enter credit card information
 - Registrants can also register by mail to Barton County UME, attn: Macomber, 801 E 12th St, Lamar, MO 64759 or email or phone Kathy Macomber
- Crowder College students may enroll by emailing Kali Bard

Business Plan Workshop Contact Information:

Kathy Macomber • 417-682-3579 • macomberk@missouri.edu

Kali Bard • 417-455-5503 • kbard@crowder.edu

Scoring Criteria

The Judges will evaluate each Business Plan based on its content, including the thoroughness and quality of the analysis, use of business information, and clear communication. The Business Plans can follow any model but must address core elements as described in the “Elements of a Business Plan”. (See Next Page)

The winner(s) of the competition will be determined by the judges’ ranking of the participants. This ranking will be based on the judges’ willingness to invest in the company. The ranking will be completed by the judges at the end of the oral presentations. The judges decision will be final.

To assist the judges in this decision process and to provide additional feedback to the participants, the judges will fill out 2 score cards for each business. The scorecards will cover:

- | | |
|---------|------------------------------------------|
| Part I | Written Business Plan |
| Part II | Business Viability and Oral Presentation |

The individual scorecards are designed to provide guidance for judges in evaluating the individual components of each participant to develop their overall ranking. Scorecards are also designed to provide feedback to the competitors, and will be given to competitors at the end of the awards ceremony.

Elements of a Business Plan

The Business Plan must contain the following:

1. On the cover include the names of all entrants, including team members, their street addresses, telephone numbers, and email addresses. The date the plan was completed.
2. The Business name, and if applicable the street address and web address, on the cover.
3. Table of Contents with page numbers on all pages.

The Business Plan is expected to address the following topics as relevant to your business. The plan should follow this outline as much as possible; address each of the seven areas with information specific to each area (do not repeat data from one section in another). Not every element will be applicable to your business plan.

1. EXECUTIVE SUMMARY

- Is it clear, exciting and effective as an overall summary of the business plan?
- Does it pique the interest of the reader as a bona fide business opportunity?

2. BUSINESS DESCRIPTION

- Description of product or service; what exactly will you be paid for?
- Business concept and opportunity; why are you likely to be profitable?
- Legal structure and legal name; trademarks or copyrights if applicable.
- Major accomplishments to date and/or timeline for future development
- Financing requirements; what do you need to get started and to operate?

3. MARKET ANALYSIS AND TARGET MARKET

- Fully describe your target audience; provide their characteristics whether individuals and/or businesses.
- How large is this market, how much money do they spend, what are their buying habits and what is the potential for growth?
- What are the trends for your industry or type of business? Are there new developments locally or other forces that will impact your business, such as regulations, seasonal factors, and economic issues?
- Competition: identify companies serving your potential customers, and their strengths and weaknesses

4. MARKETING STRATEGY

- Describe your unique selling proposition - your product or service's benefits, such as quality, price, and customer service.
- What is your pricing strategy?
- How will you promote your product to your target audience – what is your mix of marketing media, public relations, advertising? What will it cost?

5. OPERATIONS

- How will you manufacture your product or provide your service?
- What are the personnel or labor requirements?
- Special equipment or key suppliers if applicable
- Space requirements (e.g.: office, factory, retail, home) and associated costs, including renovations.
- Location – description of your location and its key features, including zoning qualifications.

6. MANAGEMENT AND ORGANIZATION – RESUMES AND ORGANIZATION CHARTS MAY BE INCLUDED IN THE APPENDIX

- Owner(s) – job descriptions or duties, experience, skills, salaries, resume(s).
- Key Personnel, consultants – job descriptions, salaries, and training requirements.

7. FINANCIALS

- Startup costs and money already invested (how much has been spent so far and what are the sources?)
- Cash flow statements for first two years: Every month for year one, every quarter for year two.
- Notes and assumptions explaining financial statements.

AN APPENDIX WITH SUPPORTING DOCUMENTS, RESUMES, BROCHURES, ORGANIZATIONAL CHART, ETC. IS OPTIONAL.

Plan Name _____

2010 Crowder SIFE Business Plan Competition Judge's Evaluation Scorecard Part I

Please refer to the **Elements of a Business Plan** for a description of all components; not all components are required for every business.

Point Assignment:

- 0 - 1 Some of the essential components are missing.
- 2 - 3 Most components are included but some are unclear.
- 4 - 5 All components are included and clearly stated.

Executive Summary	0-5
Critique:	
Business Description	0-5
Critique:	
Market Analysis and Target Market	0-5
Critique:	
Marketing Strategy	0-5
Critique:	
Operations	0-5
Critique:	
Management and Organization	0-5
Critique:	
Financials	0-10
Critique:	
Overall Plan	0-10
Critique:	

Part I Points _____/50

Judge's Initials _____

Plan Name _____

2010 Crowder SIFE Business Plan Competition Judge's Evaluation Scorecard Part II

Point Assignment:

- 0 - 1 Some of the essential components are missing.
- 2 - 3 Most components are included but some are unclear.
- 4 - 5 All components are included and clearly stated.

Market Opportunity There is a clear market need presented as well as a way to take advantage of that need.	0-5
Critique:	
Distinctive Competence The business provides something novel/unique that gives it a competitive advantage in its market.	0-5
Critique:	
Management and Organization The entrepreneur(s) can effectively develop this company and handle the risks associated with the venture.	0-5
Critique:	
Financial Understanding The entrepreneur(s) has a solid understanding of the financial requirements of the business.	0-10
Critique:	
Investment Potential The business represents a real investment opportunity in which you would consider investing.	0-10
Critique:	
Sustainability The business idea improves the environment or addresses how the business will be energy efficient. These actions could include preserving clean air, water, and soil; reducing waste; improving energy efficiency or developing renewable energy ideas; and promoting healthy living for people and communities.	0-5
Critique:	
Oral Presentation Presented the venture in a logical, persuasive manner, and answered questions well.	0-10
Critique:	

Part II Points _____/50

Judge's Initials _____

Total Points _____/100

“You Plan It We Plant It” Business Plan Competition Sponsors

- Crowder College SIFE
- Crowder College Missouri Alternative and Renewable Energy Technology (MARET) Center

