

STWBC Annual Event

BUSINESS PLAN COMPETITION

Rules & Regulations

Who can enter the competition?

The competition is open to all small business entrepreneurs who meet the following criteria:

1. The business must be majority women-owned.
2. The business must be innovative and unique for the region.
3. The principal business operations of the business must be located within our 20 county service area. (Bexar, Atascosa, Bandera, Comal, Frio, Guadalupe, Karnes, Kendall, Kerr, Medina, Wilson, Bee, Dewitt, Goliad, Gonzales, Jim Wells, Live Oak, Nueces, San Patricio, Victoria)
4. Company officers/members are 18 years or older at the time of entry and are legal residents of the United States.
5. The business must in legal operations for 6 months by the end of March 2009.
6. The business must not have profits that exceed \$250,000.
7. If selected as a finalist in the competition, all applicants understand at the time of application, you will be required to be present at the Women Inspiring Women Luncheon event on Friday, August 28th, 2009. Applicant will be disqualified if not in attendance; no representative may appear on applicant's behalf.
8. Company members cannot be directors, officers, volunteers or employees of the South Texas Women's Business Center or 2009 Women Inspiring Women event sponsors, funders and in-kind partners. Immediate family members of any of the above are disqualified.

The Evaluation Criteria

- The Business Plan must not exceed 12 pages, 2 of which must be financials.
- **Company Overview:** Presents a vision, history, current status, strategy, goals, mission and objectives for the business.
- **Products and/or Services:** Describes the key features and benefits, current stage of development, proprietary position, and competitive advantages of the product or service.
- **Management Team:** Description of business, the strength, readiness, and capacity of the venture's management team, including its management's experience and expertise in relevant markets and industries.
- **Market need and market potential for your product(s) or services:** Industry profile, competition, and evidence of demand for venture in the marketplace.
- **Fundability:** Clear and concise presentation of amount, timing, type and use of funds required for venture. The potential for the venture to receive financial support from additional sources.
- **Growth Plan:** New offering to markets, current capital requirements and exit strategy.
- **Financial Feasibility and Forecast:** Discuss current revenues, gross margins and net/profit loss along with projected future revenues with assumptions. (Must be included)

Confidentiality and Rules

- All business plans will be reviewed and evaluated by a panel of judges made up of business professionals.
- The only individuals who will have access to business plans will be the Business Plan Evaluation Committee and the judges of the Women Inspiring Women Business Plan Competition. These judges are professionals who regularly deal with confidential information in the course of their work. They have been asked to treat the business plans with the same care and respect for confidentiality that they provide to their potential clients. They will excuse themselves from judging if a conflict of interest arises.
- Note that the short description of the business idea (elevator pitch provided by the applicant) may be used in public documentation relating to the contest.

Judges Evaluation:

The business plans will be evaluated by a panel of judges made up of business professionals with expertise in each of the areas of a business plan. Judges will consist of entrepreneurs, venture capitalists, and professional service providers experienced in entrepreneurial process. Judges will use a point system to evaluate all business plans. The decision in the final round will not necessarily be based on the number of points scored but rather on the judges' qualitative evaluation of the plan's entire business model and consultations with each other during their deliberation session following the presentation. Critical evaluation criteria used by the judges will include: expectation of significant growth, attractiveness of the return on investment and actual implementation.

Finalists:**1st Place Winner**

- \$5,000 prize
- Altair Technology web hosting and redesign
- PR Consultation
- NSIDE magazine Nov. ad

Finalists

- Recognized on STWBC web site
- Featured in the newsletter

Important Dates for Planning Sessions and Deadlines:

Business Plan Meeting: July 14, 2009 at 6:00 p.m.

Go to www.stwbc.com for a detailed class schedule.

DUE DATE FOR BUSINESS PLAN SUBMISSION IS August 1, 2009.