

STWBC Annual Event

Business Plan Competition Guidelines

Things to consider when hosting the business plan competition:

- Participant Criteria
- Business Plan Evaluation and Judging Criteria
- Awards and Prizes
- Due Date for Business Plan Submission and Length of Competition
- Business Plan Presentation Criteria
- Sponsorship Levels
- Workshops or Seminars on Business Plans
- Award Ceremony (Luncheon)

Business Plan Criteria and Evaluation:

- The business must be in legal operations for 6 months
 - The business must be majority women-owned
 - The business must not have profits that exceed \$250,000
 - Business plan not to exceed 12 pages, 2 of which must be financials
 - The business plan must be innovative and unique for the region
 - Executive summary and company overview
 - Products or services
 - Market need
 - Market potential for your product or services
 - Competitive advantage
 - Management
 - Fundability
 - Financial forecast
 - Growth Plan
- *Prepare an evaluation (score) sheet for judges

Evaluation Process Options:

1. The business plan competition can be held over a period of three to five months in the following format:
 - a. The initial round will require all participants to submit an executive summary for evaluation of the business and participant's eligibility
 - b. The next round would be the semifinal round – after the executive summaries have been evaluated then judges will select a number of participants to submit their business plans. The judges will select which participants had the best business plans and advance them to the final round.
 - c. The third round would be the final round –The participants in the final round will be required to make a presentation of their business plans in front of a panel of judges with a Q&A session. At the STWBC Luncheon Event, the judges will then announce the winner of the business plan competition.
2. After all business plans are submitted to the center by the due date, the panel of judges will evaluate the business plans over a period of time (i.e. 1 or 2 months). At the STWBC Luncheon Event, the judges will then announce the winner of the business plan competition.

Awards:

Due to the generosity of our sponsors, we are offering over \$5,000 in cash and in-kind service awards for the winner of the 2009 STWBC Business Plan Competition. STWBC along with title partner would like to thank the following companies for their generous support of the competition.

Judges Criteria:

The panel of judges will include professionals from various business backgrounds 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.