

6th Annual St. Edward's University

# Business Plan Competition



ST. EDWARD'S  
UNIVERSITY  

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A U S T I N

Sponsored by:  
The School of Management and Business

**April 13-14, 2012**

## **Business Plan Competition 2012**

The School of Management and Business – St. Edward's University

The School of Management and Business proudly announces its sponsorship of the Sixth Annual St. Edward's Business Plan Competition and invites participation from all students campus-wide who have the entrepreneurial spirit for innovation and new business ventures. This is a great opportunity to present your ideas before outstanding business leaders and faculty and be recognized for your work in a real world environment.

### **The Competition**

Any team of students from any school at St. Edward's University is encouraged to enter. Individual participants are also encouraged to enter the competition. The only requirements are that the participants be enrolled as students in an SEU program and that the submissions be the participant's original work and ideas.

### **How the Entrepreneurship Program Can Help You with Your Plan**

The Entrepreneurship Department at the School of Management and Business will be available to give you helpful hints to make your plan more competitive. We offer a Business Plan Help Session and mentoring from our experienced faculty members.

### **Prizes**

Prize money will be awarded to the top three teams whose new venture ideas a) represent the best potential for success and for attracting outside financing, and b) are clearly communicated and presented to the independent panel of judges. 1<sup>st</sup> place \$2500, 2<sup>nd</sup> place \$1000, 3<sup>rd</sup> place \$500.

### **Important Dates and Deadlines**

February 1, 2012: Business Plan Competition Kickoff Event, 12pm-2pm, Trustee Hall 210

February 3, 2012: Deadline to submit Intent to Compete and Entrant Certification Forms

February 17, 2012: Executive Overviews/Summaries due

March 2, 2012: Draft of Business Plans due / Help Session, 2pm – 4pm, Trustee Hall 203

March 23, 2012: Final Version of Business Plans due

April 13-14, 2012: Business Plan Competition Semi-finals & Finals

A reception will be held following the presentations on Saturday to announce the winners and celebrate the performance of all participants.

The St. Edward's Business Plan Competition challenges all participants to rise to new levels of achievement in presenting bold ideas for products and services that attract business investors and improve the community. First place winners may be eligible to compete in additional business plan competitions with financial assistance for travel and lodging from the School of Management and Business. **Plan to compete in this exciting competition with your ideas for innovative ventures.**

## Schedule of Events

### 2012 Business Plan Competition

#### **February 1, 2012**

Business Plan Competition Kickoff Event!

*Speak with professors from the Entrepreneurship Department and mingle with other contestants at the Competition Kickoff Event Feb. 1, 12pm-2pm in TH 210.*

#### **February 3, 2012**

Intent to Compete Forms and Entrant Certification Form due by 1:00pm.

*Submit forms to Allison Foerschner in Trustee Hall 321 / [allisonf@stedwards.edu](mailto:allisonf@stedwards.edu).*

#### **February 17, 2012**

Executive Overview of Plan due by 1:00pm (3-4 pages). Please **provide one hard copy** to Allison Foerschner in room 321 Trustee Hall and e-mail the electronic version to [antonioa@stedwards.edu](mailto:antonioa@stedwards.edu).

#### **March 2, 2012**

Draft of business plans due by 1:00 p.m. to Allison Foerschner in room 321 Trustee Hall. Please **provide two hard copies** to Allison Foerschner and e-mail the electronic version to [antonioa@stedwards.edu](mailto:antonioa@stedwards.edu). *Absolutely no exceptions or extensions to the deadline will be granted.* You may also take a copy of your draft business plan to the Help Session in TH 203 from 2pm-4pm for review and assistance from our experienced faculty members.

#### **March 23, 2012**

Final plans due in Room 321 Trustee Hall by 1:00pm. Please **provide 6 hard copies** to Allison Foerschner in room 321 Trustee Hall and e-mail the final plan to [antonioa@stedwards.edu](mailto:antonioa@stedwards.edu).

*Notification of teams selected to proceed to semi-final round will be sent out by April 12<sup>th</sup>.*

#### **April 13-14, 2012**

- Semi Finals – April 13, 2012 – TH 211, 214, 215, 216 from 2:30 - 5 p.m.
- Finals – April 14, 2012 – TH 211, 214, 215, 216 from 1:30 - 4:00 p.m.
- Successful high profile venture capitalists and entrepreneurs will judge the semifinals and finals.
- Please refer to the Overview and Judging section for competition guidelines.
- The competition on Saturday will be followed by an awards reception and celebration in TH 303 following the final presentations.

## **Rules and Guidelines**

### **St. Edward's University**

### **Business Plan Competition**

- (1) Any full-time or part-time St. Edward's University student, undergraduate or graduate level, who is currently enrolled in and pursuing a degreed program and who is registered at SEU for the Fall 2011 or Spring 2012 semester, may enter.
- (2) Only one submission of a new business venture per team is permitted. For the St. Edward's Business Plan Competition, plans should not exceed 35 pages plus 15 pages of appendices.
- (3) Teams may be as small as one student, and there is no maximum size, but there are practical limits to the size of any working group.
- (4) Ideas submitted as part of a team's new business venture must represent the original work of the team members. Team members will sign a certification to this effect as part of the initial entry process in the Overview phase.
- (5) If the new venture has already received funding from any outside sources (angel investors, other competitions, etc.), the team and concept will not be eligible for participation in the SEU Competition. This Competition is intended only for student teams which have not received any outside investment by the beginning of the fall academic semester (first day of classes).
- (6) Submitted ideas are protected in the spirit of non-disclosure, where all entry materials will be treated as confidential. Persons with access to the entry materials will be judges and select members of the organizing committee. Materials will not be distributed to any other party, unless requested by entrant team. No other or special provisions are made to protect intellectual property.
- (7) All deadlines and guidelines for submissions must be adhered to. Materials must be submitted on the appropriate due date no later than 1:00 p.m. at the specified drop point in the School of Management and Business. No late submissions will be accepted - *absolutely no exceptions* - and any submissions that are greater in length than specified will not be considered.
- (8) Judging of entries will be performed by an outside panel of independent judges, consisting of professionals involved in entrepreneurship. Judges may be successful entrepreneurs, venture capitalists, angel investors, or professional service providers working with the venture community. Any entry is subject to minimum criteria in terms of market potential, viability, and other factors, as determined by the judging panel's experience. If no entries meet the minimum criteria, prizes may not be awarded. All decisions of the judges are final throughout any and all phases of the Business Plan Competition.
- (9) Prize money is granted to the winning team(s) for the purpose of further research or starting the business venture. No substitutions may be made without the approval of the SEU School of Management and Business. Teams and/or their resultant business entities are responsible for any tax consequences of the prize.
- (10) The University reserves the right to disqualify, in its sole and absolute discretion, any team from the competition at any time (before or after a judging round or the award of any prize) for any reason. Reasons for disqualification may include, but are not limited to, plagiarism and any other form of academic dishonesty, misappropriation or infringement of the intellectual property of others, and any failure to comply with these rules and regulations. Disqualified teams shall forfeit any and all prizes awarded to them.

## **Overview and Judging**

### St. Edward's University Business Plan Competition

**The St. Edward's Business Plan Competition** is designed to spur the entrepreneurial spirit of our students in creating small business and/or growth-oriented business models at both undergraduate and graduate levels. There are no restrictions on the size of the team.

Teams first submit their entries for judging in the preliminary round, the Overview phase, which takes place in February. The independent panel of judges reviews all preliminary entries and narrows the field to a group of teams which proceed to the second round, the Business Plan phase.

In the Business Plan phase, the qualifying teams finish researching their new venture ideas, then write and assemble a complete business plan. Student teams should follow the outline provided.

These complete plans are reviewed by the judging panel and judged on the basis of a number of perspectives, including the concept, the market, the economics of the business, operations, management team, and financing needed.

Presentation judging guidelines for the oral and written plan presentations are available in the School of Management and Business.

The completed business plans are due in March (see the Schedule for exact dates). The judging panel reviews the plans submitted and selects 10-12 teams to proceed to the final round - the Presentation phase. The final round will take place over two days. On day one, each of the teams will have 20 minutes to present their business plans to the judges. The judges will have 10 minutes to question the presenters. At the end of day one, 10-12 teams will be cut to 4-6. Winners will be selected and awards presented after a second round of presentations on day two.

This is a competition in which both the innovativeness of the idea and the quality of the plan are being evaluated. This Competition rewards innovative thinking regarding new markets, products, and services coupled with the ability to strategize on how to make it happen. The prize money is intended to encourage the formation of new companies with promising business ideas.

**Intent to Compete**  
St. Edward's University  
2012 Business Plan Competition

Proposed Name of the Business:

Summary of Business Concept:

Team Members:

	<b>Name</b>	<b>ID Number</b>	<b>Major</b>	<b>Email</b>	<b>Phone</b>
1					
2					
3					
4					
5					

Turn in completed form by 1:00pm on February 3<sup>rd</sup> to Allison Foerschner in Trustee Hall 321  
or via email [allisonf@stedwards.edu](mailto:allisonf@stedwards.edu).

## Entrant Certification Statement

St. Edward's University  
2012 Business Plan Competition

Each Entrant listed below, competing in the St. Edward's University Business Plan Competition, agrees to the following conditions. These conditions apply to all phases of the competition, including the Overview, Business Plan, and Presentation phases.

**Originality.** Ideas and concepts presented in this team's entry, and the entry itself, are the original work of the Entrants, and that each Entrant is not under any agreement or restrictions which prohibit or restrict his/her ability to disclose or submit such ideas or concepts during the Competition activities.

**Compliance with Competition Rules.** Each entering team member has reviewed the rules and guidelines of the SEU Business Plan Competition, and certifies that this entry and all members of the team are in compliance with the competition guidelines.

**Waivers and Releases.** Each Entrant understands that St. Edward's University and any Competition organizers, judges, or other related personnel are volunteers and are under no obligation to render any advice or service to any contestant competing in the Competition. The views expressed by judges, organizers, sponsors, or other persons related to the Competition are their own, and not those of St. Edward's University or any other person or entity.

All members of entrant teams also understand and agree that although Competition organizers will make the best efforts regarding confidentiality of the ideas and plans submitted by entering teams, the legal protection of the ideas and plans is the sole responsibility of the members of the entrant team. In consideration of the time, expertise, and other resources provided by the Competition organizers, judges, and other related persons, each Entrant hereby voluntarily releases all Competition organizers, judges, and personnel from any liabilities, responsibilities, and obligations relating to or arising from this competition.

### Entrant Team Members:

1. Print name:

Signature:

Date:

2. Print name:

Signature:

Date:

Turn in completed form by 1:00pm on February 3<sup>rd</sup> to Allison Foerschner in Trustee Hall 321  
or via email [allisonf@stedwards.edu](mailto:allisonf@stedwards.edu).

3. Print name:

Signature:

Date:

4. Print name:

Signature:

Date:

5. Print name:

Signature:

Date:

**Turn in completed form by 1:00pm on February 3<sup>rd</sup> to Allison Foerschner in Trustee Hall 321  
or via email [allisonf@stedwards.edu](mailto:allisonf@stedwards.edu).**