

# **GVSU 2nd Annual Business Plan Competition Packet**

---

**Open to all Grand Valley State University Undergraduate Students**

**Registration Deadline: 4 p.m. February 26, 2009**

**1<sup>st</sup> Place - \$5000**

**2<sup>nd</sup> Place - \$3500**

**3<sup>rd</sup> Place - \$2000**

**Other Non-Cash Awards**

# Why Participate in the GVSU Business Plan Competition?

The Business Plan Competition is a great opportunity for Grand Valley students to organize their creative ideas and win cash prizes. Along with promoting business growth, this competition also acts as a great resource for students to network with surrounding local businesses, and gain personal feedback from some of West Michigan's top entrepreneurs.

## **SNAPSHOT OF STEPS FOR PARTICIPATION**

- 1. Register Online & Submit Business Summary Deadline**  
*4 p.m. February 26, 2009*
- 2. Notification of Top 15 to submit Written Business Plans**  
*4 p.m. March 23, 2009*
- 3. Oral Presentation of Business Plan & Awards Ceremony**  
*6:00 p.m. April 2, 2009*



## The Competition Process

**ALL PARTICIPANTS NOT MOVING FORWARD TO ORAL PRESENTATION ROUND WILL BE RECOGNIZED AT THE AWARD CEREMONY ON APRIL 2, 2009 WITH A CERTIFICATE FOR PARTICIPATION**

- 1. REGISTER ONLINE & SUBMIT BUSINESS SUMMARY – DEADLINE: 4 P.M. FEBRUARY 26, 2009**

Register to compete in the GVSU Business Plan Competition by completing an entry form available online at [www.gvsu.edu/ent](http://www.gvsu.edu/ent). Registration must be completed prior to 4 p.m. on February 26, 2009. All Contestants must also submit a Business Summary online at [www.gvsu.edu/ent](http://www.gvsu.edu/ent). The Business Summary should highlight the most interesting and important points of your business that will lead the potential investor to a general understanding of why your venture will succeed. The summary should be 2 (two) pages and

should not exceed that limit. Guidelines on how to write an executive summary are available on the website.

## **2. RECEIVE NOTIFICATION OF TOP FIFTEEN (15) TO SUBMIT WRITTEN BUSINESS PLANS**

Participants will receive a notification on March 9, 2009 if their plans qualify for the second screening process. The results should also be available on the website: [www.gvsu.edu/ent](http://www.gvsu.edu/ent). All teams/participants moving forward must hand submit seven (7) copies of their written Business Plans. The plans should be easily readable, concise, and interesting. It should address specific strategies, goals, prospective markets and investors and the actions needed to accomplish or obtain them. The business plans must be submitted no later than 4:00 p.m. on March 23, 2009 to The Center for Entrepreneurship office in DeVos 386C. For Written Plan Guidelines, please see ENT website. **SEE WRITING CENTER DATES EXCLUSIVELY FOR BPC PARTICIPANTS UNDER HOW TO WIN IN THIS PACKAGE.**

## **3. NOTIFICATION OF TOP FINALISTS FOR ORAL PRESENTATION – MARCH 30, 2009**

A second screening process will take place from March 23-30 for the Top finalists (number to be announced at a later date) moving forward to the Oral Presentation round on April 2, 2009 in the Loosemore Auditorium. The results will be posted on the ENT website no later than 4 p.m. on March 30, 2009.

**ALL TOP FINALISTS ARE HIGHLY RECOMMENDED TO TAKE ADVANTAGE OF BOOT CAMP SEMINARS & PRACTICE PRESENTATION DATES. DATES AND TIMES ARE AVAILABLE UNDER HOW TO WIN IN THIS PACKAGE.**

## **4. ORAL PRESENTATION OF BUSINESS PLAN & AWARDS CEREMONY – APRIL 2, 2009**

- The oral presentation will take place at the Loosemore Auditorium at the downtown GVSU Pew Campus on April 2, 2009 at 6:00 p.m.
- All participants must sign-in at 6:00 p.m. at the Loosemore Auditorium prior to presenting.
- Each participant will be given 10 minutes to orally present their business plan. After all presentations, a 30-minute Q&A round will follow. At this time, all participants will join on stage together. **TIME LIMITS WILL BE STRICTLY ENFORCED.**
- All Top Five finalists must partake in the oral presentation of the Business Plan Competition on April 2, 2009 in the Loosemore Auditorium.
- Equipment needs: The Loosemore Auditorium will be set up with a LCD projector, computer and screen. Visual Aids, PowerPoint presentations, or similar are encouraged.

- Dress attire will be business professional.

## Eligibility Guidelines

### **STUDENT REQUIREMENTS: SIZE OF TEAM AND ENTRIES ALLOWED PER TEAM**

1. Contestants may compete individually or in teams
2. No restrictions will be made on the minimum or maximum number of team members although no more than 5 members are suggested per team.
3. All contestants must be full-time or part-time students who are enrolled in degree programs at GVSU.

### **OWNERSHIP OF THE PLAN**

1. The Competition is for student created, managed and owned ventures.
2. Students must have played the major role in conceiving the venture.
3. Students must have key management roles in the (proposed) venture.
4. Students must own significant equity in the (proposed) venture.

### **CONFIDENTIALITY AND INTELLECTUAL PROPERTY GUIDELINES**

1. Contestants should be aware that neither administrators of the competition nor judges of the business plan will be required, nor should they be asked, to sign non-disclosure agreements (NDA). GVSU instead, will ask all who view the business plans to abide by the University's Honor Code.
2. Contestants are encouraged to be selective about what they disclose, to label plans and contents with the words CONFIDENTIAL AND PROPRIETARY, and to seek legal counsel if they have any further questions regarding the legal protection of their ideas.
3. All public 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 public 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 will likely 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.
4. Grand Valley State University may make photocopies, photographs, videotapes and/or audiotapes of the presentations including the written business plan and other

documents, charts or material prepared for use in presentation at the Business Plan Competition. Contestants retain all proprietary rights.

## How to win

The judges will choose as the winning plan, a business that understands its market, provides detailed evidence of potential success, and has an experienced, motivated, and dedicated management.

1. Compete on technology and quality, not price.
2. Write clearly and succinctly. Catch the judge's attention quickly and prove that you are capable of superb communication.
3. Present realistic financial projections. Do not write your plan in the "best case scenario."
4. Know your market, what types of individuals comprise it, what can you predict about potential changes.
5. Prove your company's ability to sustain a competitive advantage (barriers to entry, proprietary technology or information, etc.)
6. Build strong technical and business skills.
7. Gather advice from everyone around you, family, neighbors, friends, professors, employees, etc.

### BOOT CAMP SEMINARS

***February 12, 2009***

---

- Location: Eberhard Center, Room 418  
Time: 6:30 p.m. – 8:50 p.m.

***March 26, 2009***

---

- Location: Eberhard Center, Room 418  
Time: 6:00 p.m. – 8:50 p.m.

### PRACTICE PRESENTATION DATES

***March 23, 2009***

---

- Location: Loosemore Auditorium  
Time: 6:00 pm – 9:00 pm

***March 30, 2009***

---

- Location: Padnos, Room 002  
Time: 4:30 pm – 5:45 pm
  
- Location: Loosemore Auditorium  
Time: 8:00 am – 3:00 pm