

Enterprise San Angelo

Guidelines to The San Angelo Business Plan Competition

Benefiting the Economic Development of San Angelo

Sponsored by:

The City of San Angelo Development Corporation

Coordinated by:

**Concho Valley Center for
Entrepreneurial Development
The Business Incubator**



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Enterprise San Angelo Guidelines

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Enterprise San Angelo

The San Angelo Business Plan Competition

COMPETITION OVERVIEW

Enterprise San Angelo is a three-phase business plan competition funded by the City of San Angelo Development Corporation (COSADC) and coordinated by the Concho Valley Center for Entrepreneurial Development (CVCED), The Business Incubator operating in San Angelo. The competition is an opportunity for entrepreneurs to develop business plans that will build new ventures or expand existing small businesses in San Angelo. **New or expanding businesses do not have to currently operate in San Angelo; however, contestants must be willing to move the business enterprise to San Angelo if selected for an award.** For information on the competition not provided in these Guidelines, please stop by our offices at 2009 West Beauregard, or call us at 325-657-9214.

A business plan is a comprehensive document that provides an organized view of a specific business idea. A business plan should reflect the vision of a market opportunity and serve as a blueprint for the future development of the proposed business.

One-on-one assistance in preparing a business plan is available by calling the Small Business Development Center (SBDC) at Angelo State University (ASU) at **325-942-2098**. The SBDC also provides free workshops on various components required to develop a business plan. ***Competition participants are strongly encouraged to attend (or have previously attended) the four workshops listed below.*** All workshops will be in the Math-Computer Science (MCS) building located on Dena Drive on the ASU campus. Other SBDC workshop schedules and registration information are available online at: www.angelo.edu/services/sbdc/.

<u>Date</u>	<u>Workshop Title</u>	<u>Location</u>
	The Business Plan: Your Roadmap to Success	
	The Marketing Plan	
	The Basics of the Profit & Loss Statement	
	Presenting with Professionalism to Investors	

***Enterprise San Angelo* reserves the right to cancel the competition at any point if, at the sole discretion of the competition coordinators and/or judging panel, there is insufficient *quality* or *quantity* of business plans to proceed. The determination of the competition coordinators and/or judging panel will be final.**

The judges have the discretion to award: (1) a first and a second place winner; (2) a first place winner only; or, (3) no winners. Notification that a business plan is selected as a finalist does not mean that the panel must award a first and/or second place winner.

Prizes Available

In order to encourage contestants to submit quality business plans for *Enterprise San Angelo*, the CVCED may award up to in cash, as well as in-kind products and services donated by local businesses.

If awarded, the first place winner is eligible for a cash grant, and the second place winner is eligible for a cash grant. CVCED will distribute the cash prizes in accordance with terms of grant agreements negotiated with the selected winners. The grant agreements will require appropriate evidence of implementation of milestones outlined in the winning business plan before funds will be distributed.

In-kind prizes will be distributed as appropriate. In addition, winners may also be eligible to apply for the CVCED Business Incubator and Accelerator program.

Eligibility Requirements

Any individual or multi-person team is eligible to participate in the competition. Contestants must submit an original, viable business plan for the creation of a new business or for the expansion of an existing small business. Academic exercise business plans and prior winners are not eligible for the competition. For the purpose of this competition, a small business is defined as **100 employees or less**.

Contestants must be committed to economic development and job creation in San Angelo. The business plan must provide evidence that the proposed venture will produce a positive, long-term economic impact in San Angelo.¹

COMPETITION PROCESS

Enterprise San Angelo is a business plan competition that will be conducted in three phases: Business Plan Overview; Draft BP; and Final BP. See Appendix I for complete competition schedule. Following are the specific requirements for all three phases. Contestants selected as finalists will be required to make a personal presentation of their final business plan to the judging panel.

Phase I: The Business Overview

Phase I is open to all interested contestants who meet the competition's eligibility requirements outlined above. Contestants must submit a written Business Overview of their proposed business plan, along with a signed Pre-entry Form (Appendix II).

The Business Overview must be a two page maximum typewritten overview of the proposed business plan, with up to four charts, diagrams, and/or tables as an appendix. Charts, diagrams, and tables are not required; however, if submitted, they must provide support for the following elements.

The Business Overview should *briefly* address each of the following business plan essential elements. Contestants selected to continue in the competition will be required to elaborate on the following elements during the next two phases of the competition.

- **The market problem** – Focus on the need in the market for the proposed product or service
- **The product/service idea** – Describe how the product or service will solve the market problem identified in the first element
- **The market served** – Describe all targeted customers and market areas to be served

¹ San Angelo means the area within its city limits and its extra-territorial jurisdiction.

- **The customer value** – Describe the value of the product or service to the target markets and discuss the competitive advantages of the proposed product or service
- **Revenue generation** – Describe how the business will generate revenue
- **Economic impact for San Angelo** – Describe the economic impact on San Angelo resulting from primary jobs to be created. Primary jobs are defined as jobs created when 80% of a company's revenue comes from outside the San Angelo market area. These jobs must also meet the minimum wage threshold established by the City of San Angelo Development Corporation, which is 75% of the average Tom Green County hourly wage. The current average wage is approximately \$15 per hour, which includes minimum benefits of paid vacation and sick time off, or paid time off. Therefore, *the average wage for this competition should be \$11.25 per hour*. Contestants can use an average wage for the firm, not just the wages for the new jobs to be created.

Concho Valley Center for Entrepreneurial Development
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San Angelo, TX 76901

A coordinating committee will select semi-finalists using the above element criteria. Semi-finalists will be invited to participate in Phase II: Draft Business Plan.

Phase II: Draft Business Plan

Phase II is only open to contestants who have been notified by CVCED that they have been selected as a semi-finalist. To compete in Phase II of the competition, semi-final contestants must submit to the CVCED offices a completed Entry Agreement (Appendix III) and a complete draft business plan for evaluation by the judging panel.

Each contestant must also submit a resume (no more than two pages) which includes complete contact information (address, phone, fax, and e-mail).

The draft business plan must not exceed 20 pages of text and graphics, with no more than 10 pages of appendices. The draft business plan must completely address all the following required parts of the business plan. These items will be refined further during Phase III by contestants selected as finalists.

- **Executive Summary** – Include a brief summary of the highlights of the plan, including the financial needs and equity investment information; contestants should also highlight management expertise, target customers, and market analysis.
- **Business Description** – Give the name and location of the business; discuss principal owners, the legal structure and the type of business. This part of the plan should also provide details on the products and services offered, and discuss the major strengths and challenges facing the business, along with strategic goals and objectives.
- **Operations Plan** – Discuss in detail the physical facility requirements, labor needs, and identify primary and secondary suppliers.
- **Management Profile** – Discuss the relevant personal history of owners, managers, and other key personnel. Describe job duties and responsibilities, and how personnel will be compensated.

Discuss any available resources that the company has access to for advice such as attorneys, CPAs, bankers, consultants, association memberships, insurance professionals, etc.

- **Market Analysis** – Discuss projections and trends for the industry or field in which the business will compete, to include the life cycle of the industry or products. This section should also discuss the overall market in which the business will compete, along with the target customers. It should thoroughly analyze competition and discuss the product or service differentiation or competitive advantage.
- **Sales Strategy** – Discuss pricing policy and the method of distribution for the product or service. Include a detailed discussion of promotional efforts, including advertising, marketing, and other publicity.
- **Financial Analysis** – Discuss startup costs, sources and uses of funds, and include a projected income statement, balance sheet, cash flow projections and a capital equipment list, along with assumptions used to arrive at projections and estimates.
- **San Angelo Economic Impact** – See definition in the Business Overview section and describe how proposed business meets the definition.

All semi-finalists will receive compiled written feedback from the judges. The judges will select the finalists, who will be invited to participate in Phase III of the competition.

NOTE: Selection as a finalist does not guarantee that the contestant will be entitled to a cash or in-kind award.

Phase III: Final Business Plan

Phase III is only open to contestants who have been notified by CVCED that they have been selected as a finalist. To compete in Phase III of the competition, each final contestant must submit a final business plan to the CVCED offices and make a personal presentation of the final business plan to the judging panel.

The final business plan must not exceed 30 pages of text and graphics, with no more than 15 pages of appendices. The final business plan must contain all required business plan elements, be fully developed, and address all comments provided by judges during Phase II. For more information regarding the required parts of the business plan, see the Phase II description.

The CVCED will provide a computer with PowerPoint software and a projector for presentations. Contestants will need to submit an electronic version of their presentations to the CVCED no later than three days prior to the presentation date.

JUDGING PROCESS

The *Enterprise San Angelo* Competition Coordinators will determine which contestants will move from Phase I to Phase II of the competition. **All decisions of the Competition Coordinators are final.**

A Judging Panel will be assembled from a pool of successful entrepreneurs, business leaders, financial professionals, and other economic development supporters in San Angelo. Judges will disclose any potential conflicts of interest with entrants before the draft business plan to ensure impartiality. **All decisions of the Judging Panel are final.**

During Phase II, semi-finalists will be required to deliver to the CVCED written copies of their draft business plans for evaluation by the judging panel. Judges will score all semi-finalists according to competition criteria, and may recommend contestants to move forward as finalists to Phase III of the competition. CVCED will compile all judges' comments and forward to the semi-finalists.

During Phase III, all selected finalists will be required to deliver written copies of the business plan to the CVCED, and make a personal presentation of their final business plans to the judging panel. Judges will score all finalists according to the competition criteria, and may recommend one, two, or no winners.

***Enterprise San Angelo* reserves the right to cancel the competition at any point if, at the sole discretion of the Judging Panel and/or Competition Coordinators, there is insufficient *quality* or *quantity* of business plans to proceed. The determination of the Judging Panel and/or Competition Coordinators will be final.**

Appendix II

Enterprise San Angelo: Pre-Entry Form

By submitting the required business plan overview under the *Enterprise San Angelo* competition, each contestant listed below agrees to all of the following conditions.

Originality of Plan

The ideas and concepts set forth in the submitted documents are the original work of the contestant(s), and the contestant(s) is/are under no agreement or restriction that prohibits or restricts a contestant's ability to disclose or submit such ideas or concepts to the competition.

Compliance with Guidelines of the Competition

By signing below, each contestant named below certifies that he/she has read the competition guidelines, and that the team or individual represented by this entry agrees to abide by the guidelines and the decisions of the Judging Panel and Competition Coordinators. The Judging Panel and Competition Coordinators reserve the right, in their sole discretion, to disqualify any entry that violates the competition guidelines or does not meet the minimum measures of quality, viability, or feasibility set by the Judging Panel and/or Competition Coordinators.

Waivers and Releases

Each contestant understands that *Enterprise San Angelo* co-sponsors, judges, coordinators, and the Concho Valley Center for Entrepreneurial Development (CVCED) directors, officers, employees, consultants, and agents are volunteers and are under no obligation to render any advice or service to any contestant. Contestants also understand and agree that the legal protection of the ideas and plans submitted by the contestants to the competition is the sole responsibility of the contestants.

The Competition Officials will comply with the requirements regarding the confidentiality of the business idea and plans submitted by the contestants. In consideration of the time, expertise, and other resources provided by the Competition Officials to the competition, each contestant hereby voluntarily releases each Competition Official from any further liabilities, responsibilities, and accountability relating to or arising out of such Competition Official's participation in the competition.

To the fullest extent allowed by law each contestant agrees to all of the following.

- Contestants assume all risks associated with participation in the competition, and waive and release all claims that may arise in a contestant's favor against the CVCED and/or the Competition Officials as a result of participation in the competition.
- Contestants agree not to sue the CVCED and the Competition Officials upon any claims that may arise from participation in the competition.
- Contestants agree that the proper and exclusive place for the resolution of disputes arising from the competition will be the City of San Angelo, Tom Green County, Texas.

DISCLAIMER

***Enterprise San Angelo* reserves the right to cancel the competition at any point if, in the judgment of the Competition Coordinators or Judges, there is insufficient quality or quantity of business executive summaries or business plans to proceed. The determination of the Competition Coordinators and Judges will be final.**

Business Name

Contestant Signature

Date

Contestant Signature

Date

Printed Name

Printed Name

Phone #

Phone #

Fax #

Fax #

Email

Email

Appendix III

Enterprise San Angelo: Entry Agreement

By submitting the required business plan overview and accepting the invitation to move to Phase II of the ***Enterprise San Angelo*** competition, each contestant listed below agrees to all of the following conditions.

Originality of Plan

The ideas and concepts set forth in the submitted documents are the original work of the contestant(s), and the contestant(s) is/are under no agreement or restriction that prohibits or restricts a contestant's ability to disclose or submit such ideas or concepts to the competition.

Compliance with Guidelines of the Competition

By signing below, each contestant named below certifies that he/she has read the competition guidelines, and that the team or individual represented by this entry agrees to abide by the guidelines and the decisions of the Judging Panel and Competition Coordinators. The Judging Panel and Competition Coordinators reserve the right, in their sole discretion, to disqualify any entry that violates the competition guidelines or does not meet the minimum measures of quality, viability, or feasibility set by the Judging Panel and/or Competition Coordinators.

Waivers and Releases

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To the fullest extent allowed by law each contestant agrees to all of the following.

- Contestants assume all risks associated with participation in the competition, and waive and release all claims that may arise in a contestant's favor against the CVCED and/or the Competition Officials as a result of participation in the competition.
- Contestants agree not to sue the CVCED and the Competition Officials upon any claims that may arise from participation in the competition.
- Contestants agree that the proper and exclusive place for the resolution of disputes arising from the competition will be the City of San Angelo, Tom Green County, Texas.

DISCLAIMER

Enterprise San Angelo reserves the right to cancel the competition at any point if, in the judgment of the Competition Coordinators or Judges, there is insufficient quality or quantity of business executive summaries or business plans to proceed. The determination of the Competition Coordinators and Judges will be final.

All entry fees for *Enterprise San Angelo* are non-refundable. Payment of entry fees does not guarantee an award in the competition nor advancement to the next phase. If for any reason the competition is cancelled, terminated, modified, or suspended, fees will not be refunded.

Entry Fee Attached

Business Name

Contestant Signature Date

Contestant Signature Date

Printed Name

Printed Name

Phone #

Phone #

Fax #

Fax #

Email

Email

<p>Application Fee Received:</p> <p>_____</p> <p>Date</p> <p>_____</p> <p>By: CVCED Staff</p> <p>_____</p>

Appendix IV

Enterprise San Angelo: Confidentiality Agreement for Competition Officials

TO: *Enterprise San Angelo* Competition Coordinators

I agree to participate in *Enterprise San Angelo*, the San Angelo Business Plan Competition (the Competition). The purpose of the Competition is to select the most qualified business plan(s) that will foster entrepreneurial activities and long-term economic development for San Angelo. I acknowledge that during my participation in the Competition, I will have access to proposed business plans submitted by Competition contestants, and that these documents may contain the proprietary ideas, inventions, and concepts of the contestants in the Competition. I further acknowledge that some of these documents may contain trade secrets, and understand that contestants may not have yet taken appropriate steps to patent, copyright or otherwise protect their intellectual property. I also acknowledge that disclosure of any intellectual property submitted under this competition shall not constitute authorization to make such information public.

In consideration of my participation in the Competition, I agree that only I will review the documents submitted to the Competition, and that I will take all reasonable efforts to hold the information in strict confidence. I further agree not to copy, reveal or disclose any information contained in the Competition documents to anyone outside of the Competition. I also certify that I will not use any information submitted to the Competition for my own benefit or the benefit of any organization with which I am affiliated. At the conclusion of the Competition, I agree to return all documents to the Competition Coordinators.

I understand that the above restrictions shall not apply to any information that: (1) may be in the public domain at the time of disclosure; (2) becomes publicly known through no wrongful act of mine; (3) are known to me at the time of disclosure or are independently developed by me; (4) are issued or disclosed with the approval of the contestants involved; (5) are furnished to a third party without similar restrictions on the third party's rights; (6) are received by me from a third party who has a lawful right to disclose it to me; (7) or, are disclosed pursuant to the requirements or requests of a governmental agency.

The above restrictions will apply during the Competition and for a period of two (2) years after the winners are publicly announced. During my involvement, I agree to abide by the Competition Guidelines and such other rules and guidelines which the Competition Coordinators may reasonably impose.

Signature

Date

Name (please print or type)