



For New and Existing Business Ventures

## Guidelines

*Competition Coordinators:*  
**The Business Factory  
ASU College of Business  
ASU Small Business Development Center**

*Competition address:*  
**The San Angelo Business Plan Competition 2017  
c/o The Business Resource Center  
69 N. Chadbourne St.  
San Angelo, Texas 76903  
325.653.7197  
[businessplan@cvced.org](mailto:businessplan@cvced.org)**

*Competition website:*  
[www.angelo.edu/business-plan-competition/](http://www.angelo.edu/business-plan-competition/)

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# The San Angelo Business Plan Competition 2017

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# The San Angelo Business Plan Competition 2017

## COMPETITION OVERVIEW

The San Angelo Business Plan Competition 2017 is a three-phase business plan competition with cash prizes and in-kind prizes donated by local businesses. The Competition Coordinators are: The Business Factory, ASU Small Business Development Center (SBDC), and ASU College of Business (COB). A Judging Panel will be assembled from a pool of successful entrepreneurs, business leaders, financial professionals, and other economic development supporters in San Angelo. The Competition Coordinators and the Judging Panel are considered the “Competition Officials.” The competition is an opportunity for entrepreneurs to develop viable business plans that will create new ventures or expand existing businesses in San Angelo.

In brief, 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 business.

One-on-one assistance in preparing a Business Overview and Business Plan is available by contacting the ASU Small Business Development Center at 325-942-2098 or email [sbdc@angelo.edu](mailto:sbdc@angelo.edu). A student team from the ASU College of Business will assist SBDC certified business advisors in working with contestants on developing their Business Overview and Business Plan, along with helping to administer the competition.

The SBDC also provides free workshops on various components required to develop a business plan. All workshops will be in the Business Resource Center (BRC) Training Room located at 69 N. Chadbourne St. in San Angelo. Other SBDC workshop schedules and seminar registration information are available online at: [www.sbdc.angelo.edu](http://www.sbdc.angelo.edu).

Contestants are encouraged to attend four workshops listed below, and have the SBDC and COB student team assist them.

<u>Date</u>	<u>Workshop Title</u>	<u>Location</u>
TBD	Essentials of Starting a Business	BRC Training Room
TBD	The Business Plan –Part I The Narrative	BRC Training Room
TBD	The Business Plan--Part II The Financials	BRC Training Room
TBD	Presenting with Professionalism to Investors	BRC Training Room

## Prizes Available

In order to encourage contestants to submit quality business plans for The San Angelo Business Plan Competition, the Competition officials may award up to \$25,000 in cash for first place, \$20,000 in cash for second place, and \$15,000 in cash for third place, as well as in-kind services donated by local businesses.

If awarded, the first place, second place and third place winners are eligible for a cash grant. The cash grants will be distributed 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. Selected semi-finalists will be required to attend a scheduled session discussing the grant agreement process.

Available in-kind prizes will be distributed as appropriate by the businesses offering them. In addition, the winners (or any contestant) may also be eligible to apply for The Business Factory Business incubator program.

The Judging Panel has the discretion to award: (1) a first, second and third place winners; (2) combination of winners or (3) no winners. Notification that a business plan is selected as a finalist does not mean that the Judging Panel must award any winners.

## **Eligibility Requirements**

Any individual or a multi-person team is welcome to enter in the competition as a contestant if they meet the eligibility requirements. Contestants must initially submit the entry form and an original business overview for the creation of a new business or expansion of an existing business. If selected, contestants will move forward as semi-finalists and create a draft business plan.

Contestants must be committed to job creation in San Angelo. The business overview and business plan must provide evidence the business will produce an economic impact in San Angelo,<sup>1</sup> through the creation of primary jobs. Primary jobs are created when 80% or more of the firm's revenue comes from sales outside of the San Angelo market area<sup>2</sup>.

Any business industry sector is eligible for the competition if they create primary jobs, but Judges may give preference to business plans in the NAICS industry sector codes<sup>3</sup> of Information (51), Transportation (48, 49), Wholesale Trade (42), Professional, Scientific, and Technical Services (54).

Contestants must be located in San Angelo or be willing to locate in San Angelo to be eligible for an award. Awards winners must keep their business in San Angelo for the period of time indicated in the grant agreement.

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

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<sup>1</sup> San Angelo means the area within its city limits and its extra-territorial jurisdiction (ETJ) ETJ is 3.5 miles outside city limits.

<sup>2</sup> San Angelo market area = 50 miles from city limits

<sup>3</sup> NAICS code stands for North American Industrial Classification Code. See [www.census.gov/naics](http://www.census.gov/naics) FMI on these code sectors.

## COMPETITION PROCESS

The San Angelo Business Plan Competition 2017 is a business plan competition that will be conducted in three phases: Business Overview; Draft Business Plan; and the Final Business Plan. See Appendix I for a complete competition event schedule calendar. Following are the specific requirements for all three phases:

### Phase I: The Business Overview

Phase I is open to all interested contestants who meet the competition's eligibility requirements outlined in these Guidelines. Contestants must submit a written Business Overview of their proposed business or business expansion, along with a signed Entry Form (Appendix II) due February 6, 2017 5pm CST. The **Business Overview** must be a two page maximum (word processed) overview of the business, 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, or expansion of the existing business.
- **The product/service idea** – Describe how the product or service, or the expansion of the business will solve the market problem identified in the first element.
- **The market served** – Describe all targeted customers and market areas to be served.
- **The customer value** – Describe the value of the product or service to the target markets and discuss the competitive advantages of the product or service. Discuss how you have validated the market need.
- **Revenue generation** – Describe how the business generates revenue.
- **Management profile**-Describe the ownership and management of the business.
  - **Funds required**- Describe the use and amount of funds needed to start or expand the business if a winner in the competition. Clearly outline how award funds would be used if awarded.
- **Economic impact for San Angelo** – Describe the economic impact on San Angelo resulting from any 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.

Send the Business Overview along with the completed Entry Form (due Feb 6th 2017 at 5:00 pm CST) to:

Mail or drop off: The San Angelo Business Plan Competition 2017  
c/o The Business Resource Center  
69 N. Chadbourne St.  
San Angelo, TX 76903

Email: [businessplan@cvced.org](mailto:businessplan@cvced.org)

Phone for questions: 325.653.7197

The Competition Coordinators will select semi-finalists using the before mentioned element criteria. Selected 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 Competition Coordinators that they have been selected as a semi-finalist. To compete in Phase II of the competition, semi-finalist contestants must submit to the Competition Coordinators a completed draft business plan for evaluation by the Judging Panel. Entry Fee of \$50.00 is paid at this time and is nonrefundable. Checks should be payable to: CVCED.

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

The draft business plan must not exceed 20 pages of text and graphics. No more than 10 additional pages shall be appendices. The draft business plan must completely address all the following required parts of a business plan. These items may be refined further during Phase III by contestants selected as finalists. The template for this business plan outline can be acquired from the ASU Small Business Development Center (SBDC).

- **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, the type of business and the industry it is in. This part of the plan should also provide details on the products and services offered, expansion plans if applicable, 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, if any, 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 or competes, 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 and 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 or expansion costs, sources and uses of funds (include award funds if received: \$25,000, \$20,000, \$15,000), and include income statement (profit and loss) projections for 2 years, cash flow projections for 2 years, and a capital equipment list, along with assumptions used to arrive at projections and estimates (Templates can be provided by the SBDC). As mentioned above, clearly outline how award funds would be used if awarded.
- **San Angelo Economic Impact** – See definition in the Business Overview section and describe how the proposed business meets the definition.

All semi-finalists will receive compiled written feedback from the Judging Panel. The Judging Panel 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 grant or in-kind award. Decisions of the judges are final.***

### **Phase III: Final Business Plan**

Phase III is only open to contestants who have been notified by Competition Coordinators 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 Competition Coordinators 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, and no more than 10 pages of appendices. The final business plan must contain all required business plan elements, be fully developed, and address comments provided by the Judging Panel during Phase II. For more information regarding the required parts of the business plan, see the Phase II description.

The Competition Coordinators will provide the A/V equipment needed for PowerPoint presentations. Contestants will need to bring their PowerPoint presentation on a jump drive, or email the presentation to Competition Coordinators in advance.

## **JUDGING PROCESS**

The 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.**

During Phase II, selected semi-finalists will be required to deliver to the Competition Coordinators a copy of their draft business plan 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 in Phase III of the competition. Anonymous Judging Panel comments will be compiled and forwarded to the semi-finalists by the Competition Coordinators.

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 III, all selected finalists will be required to deliver a copy of the final business plan to the Competition Coordinators on or before the due date and time, and make a personal presentation of their final business plan to the Judging Panel. Judges will score all finalists according to the competition criteria, and has the discretion to award: (1) a first, second and third place winners; (2) combination of winners or (3) no winners. **All decisions are final.**

**The San Angelo Business Plan Competition 2017 reserves the right to cancel the competition at any point if the Judging Panel or Competition Coordinators, in their sole discretion, decide that there is insufficient *quality* or *quantity* of business overviews or business plans to proceed. The determination of the Judging Panel or Competition Coordinators will be final.**



# APPENDICES

## Appendix I

### The San Angelo Business Plan Competition 2017

#### Calendar of Events\*

Milestone	Event	Date	Location
Judging Panel Orientation Lunch	<i>For judges only</i>	1-9-17 Mon.	Rassman 100
Announcement of BP Competition start	News conference & Press releases	10/26/16 Wed.	City Council Chambers-McNease Convention Center (right after COSADC meeting) 10:00-10:30am
<b>Phase I</b> —Entry Form and Business Overview submittal deadline.	none	2/6/17 Mon.	Due at BRC 5:00pm
Notifications of selected semi-finalists	none	2/9/17 Thur.	email
Meeting with selected semi-finalists – discuss eligibility requirements and agreement Pay \$50.00 fee	Meeting with Semi-Finalists	2/13/17 Mon.	BRC Training Room 2:00pm
SBDC training seminars (see page 1 for schedule)	SBDC training seminars	various	BRC
<b>Phase II</b> -Draft Business plan submittal deadline.	none	3/27/17 Mon.	Due at BRC 5:00pm
Notification of selected finalists and feedback from judging panel	none	4/3/17 Mon.	email
<b>Phase III</b> -Final Business Plan submittal deadline	none	4/17/17 Mon.	Due at BRC 5:00pm
Final presentation to judging panel for selected finalists	Judging Panel presentation	4/22/17 Sat.	BRC Training Room 10:00am-1:30pm
Announcement of any winners	COSADC Board meeting	4/26/17 Wed.	McNease Convention Center

\*Subject to change

\*\*BRC (Business Resource Center): 69 N. Chadbourne St. 76903 San Angelo, TX.

## Appendix II

### The San Angelo Business Plan Competition 2017: Entry Form

By entering the Competition and submitting the required Business Overview of *The San Angelo Business Plan Competition (the "Competition")*, each contestant/owner listed below agrees to all of the following conditions. If you advance to Phase II of the competition as a semi-finalist, an Entry Fee of \$50.00 payable to: CVCED, is required and is nonrefundable. Payment of entry fees does not guarantee an award in the competition nor advancement to the next phase.

#### **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 (Competition Officials) 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 or Competition Coordinators.

#### **Waivers and Releases**

Each contestant understands that *The San Angelo Business Plan Competition* sponsors, judges, coordinators, and Angelo State University, its 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 (Competition Coordinators and Judging Panel) 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 THE COMPETITION OFFICIALS, SPONSORS, AND ANGELO STATE UNIVERSITY, INCLUDING THEIR OFFICERS, AGENTS, VOLUNTEERS AND EMPLOYEES (the "RELEASED PARTIES") FROM ANY AND ALL CLAIMS AND CAUSES OF ACTION THEY MAY HAVE BY VIRTUE OF OR AS A RESULT OF PARTICIPATION IN THE COMPETITION. Further, contestants agree to indemnify and hold harmless the Released Parties from any and all claims, demands, or causes of action arising out of their participation in the Competition.**
- Each Contestant agrees 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.
- Competition winners are responsible for any taxes due related to grants or in-kind services received.
- Each Contestant has read and understands these Competition Guidelines.

#### **DISCLAIMER**

***The San Angelo Business Plan Competition 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 overviews or business plans to proceed. The determination of the Competition Coordinators and Judges will be final.***

Business Name:	
(Owner 1) Name:	(Owner 2) Name:
Signature:	Signature:
Date:	Date:
Phone:	Phone:
Email:	Email:
<i>*For more owners please use a copy</i>	

## Appendix III

### The San Angelo Business Plan Competition 2017: Confidentiality Agreement for Competition Officials

**FOR: Competition Officials ONLY Contestants do not fillout**

I agree to participate in *The San Angelo Business Plan Competition 2017*, (the "Competition"). The purpose of the Competition is to select the 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 overviews and 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)