



## 2021 Guidelines

*Competition Coordinators:*  
City of San Angelo Development Corporation  
ASU Small Business Development Center  
ASU Norris-Vincent College of Business

*Competition address:*  
The San Angelo Business Plan Competition 2021  
c/o The Business Resource Center  
69 N. Chadbourne St.  
San Angelo, Texas 76903

Phone or email for questions:  
325.942.2098 (Dave Erickson) or 325.653.7197 (Nora Nevarez)  
[sbdc@angelo.edu](mailto:sbdc@angelo.edu) or [businessplan@cosatx.us](mailto:businessplan@cosatx.us)

*For additional information see 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 2021

# Guidelines

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# The San Angelo Business Plan Competition 2021

## COMPETITION OVERVIEW

The San Angelo Business Plan Competition 2021 is a three-phase business plan competition with cash prizes as well as in-kind prizes donated by local businesses. The Competition is an opportunity for entrepreneurs to develop viable business plans that will start or expand their business in San Angelo by competing for cash and in-kind prizes.

The Competition Coordinators are the City of San Angelo Development Corporation (COSADC), ASU Norris-Vincent College of Business (NVCOB), and the ASU Small Business Development Center (SBDC). 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.”

In brief, a business plan is a comprehensive document that provides an organized view of a business start or expansion. A business plan should reflect the vision of a market opportunity and serve as a blueprint for the start or expansion of the business, and it includes various elements.

One-on-one, no-cost, and confidential assistance in preparing a *Business Overview (Phase I)* and *Draft Business Plan (Phase II)* is available by contacting the SBDC at 325-942-2098 or emailing [sbdc@angelo.edu](mailto:sbdc@angelo.edu). SBDC certified business advisors will work with contestants on developing their *business overview* and the *draft business plan* if they are selected to proceed. A student team from the NVCOB will work under the SBDC advisors assisting contestants during the phases. SBDC advisors have great experience helping clients prepare business plans.

The SBDC also provides free workshops on how to develop a business plan. All workshops will be held 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 the four workshops listed below:

<u>Date</u>	<u>Workshop Title</u>	<u>Location</u>
See schedule at	Essentials of Starting a Business	BRC Training Room
<a href="http://www.sbdc.angelo.edu">www.sbdc.angelo.edu</a>	The Business Plan –Part I The Narrative	BRC Training Room
	The Business Plan--Part II The Financials	BRC Training Room
	Presenting with Professionalism to Investors	BRC Training Room

### Prizes Available

To encourage contestants to submit quality business plans for The San Angelo Business Plan Competition, the Competition officials may award up to \$40,000 in cash for first place, \$20,000 in cash for second place, and \$10,000 in cash for third place, as well as in-kind services donated by local businesses worth thousands of dollars in total.

If awarded, the first, second, 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 winners. **The grant agreements will require appropriate evidence of implementation of milestones outlined in the winning business plan before funds will be distributed.** Those selected as 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 local businesses. 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) first, second, and third place winners; (2) any 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 (up to four contestants per team) is welcome to enter in the competition if they meet the following eligibility requirements. In phase I, contestants must submit the entry form and an original two-page *business overview* for the start or expansion of their business. If selected, contestants will move forward as semi-finalists and create a *draft business plan* in phase II.

Contestants must have a startup or existing business that is beyond the concept stage, is legally formed at the county level (ex. Assumed Name filing for sole proprietor, general partnerships) or at the state level (ex. LLC, Corp, S Corp, etc.) and incurring business costs at the time of entry in the competition. Contestants must also be committed to job creation and economic development in San Angelo. Businesses must be in San Angelo or its ETJ <sup>1</sup> to be eligible for an award. Awards winners must establish and maintain their business expansion in San Angelo for the period indicated in the grant agreement.

The Competition Officials reserve the right to cancel the competition at any point if, at the sole discretion of the Competition Officials, there is insufficient quality or quantity of business overviews or business plans to proceed. Their determination will be final.

<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.

## COMPETITION PROCESS

The San Angelo Business Plan Competition 2021 is a business plan competition that will be conducted in three phases: *Phase I, Business Overview; Phase II, Draft Business Plan; and Phase III, the Final Business Plan*. See Appendix I for a complete competition event calendar. Following are the specific requirements for all three phases:

### Phase I: The Business Overview

Phase I of the competition is open to all contestants who meet the competition's eligibility requirements outlined in these guidelines. Contestants must submit online the *business overview* of their business start or expansion, along with a signed and fully completed Entry Form (Appendix II) **due Monday, August 2, 2021 at 5:00 pm CDT**. The *business overview* must be a two-page maximum overview of the business (completed and submitted online), with up to four charts, diagrams, and/or tables uploaded as an appendix. Charts, diagrams, and tables are not required. The *business overview* should briefly address each of the following business plan essential elements.

- **The market problem** – Focus on the need in the market for the proposed start or expansion of the business.
- **The product/service idea** – Describe how the start or 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 funds would be used if awarded.

From the competition website [www.angelo.edu/business-plan-competition](http://www.angelo.edu/business-plan-competition), upload the *business overview* and any appendix documents along with the signed entry form (**due Monday, August 2, 2021 at 5:00 pm CDT**). For questions phone 325-942-2098 (Dave Erickson), or 325-653-7197 (Nora Nevarez), or email [sbdc@angelo.edu](mailto:sbdc@angelo.edu).

The Phase I Judging Panel will select semi-finalists using the element criteria to be addressed in the *business overview*. The Judging Panel has the sole discretion to select from applicants the semi-finalists. 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 by the Phase I Judging Panel as a semi-finalist. To compete in Phase II of the competition, semi-finalist contestants must submit to the Competition Coordinators by delivery a completed draft business plan for evaluation by the Judging Panel. It is **due Monday, October 11, 2021 at 5:00 pm CDT** at the Business Resource Center. A nonrefundable entry fee of \$50.00 is paid at this time. Checks should be payable to COSADC.

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

The *draft business plan* must not exceed 15 pages of text, graphics, and financial projections. No more than 10 additional pages shall be appendices. The *draft business plan* must completely address all the following required elements of a business plan. The template for this business plan can be acquired from the SBDC or downloaded from the competition website: [www.angelo.edu/business-plan-competition](http://www.angelo.edu/business-plan-competition). All semi-finalists are required to have *at least* one meeting with an SBDC certified business advisor as they prepare their *draft business plan*.

- **Executive Summary** – Include a 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 street and mailing address of the business; discuss principal owners, the legal structure, the type of business, and the industry. This part of the plan should also provide details on the products and services offered, & expansion plans. 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 applicable, labor needs, along with identifying 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 competes, to include the life cycle of the industry or products. This section should also discuss the overall market for the business, including the target customers. It should analyze competition and discuss the product or service differentiation (its competitive advantage).
- **Sales Strategy** – Discuss pricing policy and the method of distribution for the product or service. Include a discussion of promotional efforts, including advertising, marketing, and other publicity.
- **Financial Analysis** – Discuss start or expansion costs, add a capital equipment table if applicable, sources and uses of funds table (include award funds if received: 1st place \$40,000, or 2nd place \$20,000, or 3<sup>rd</sup> place \$10,000), and include profit and loss projections for 2 years, cash flow projections for 2 years, along with assumptions used to arrive at

projections and estimates (projection templates can be provided by the SBDC). As mentioned above, clearly outline how award funds would be used if awarded.

**Deliver by 10-11-2021 at 5:00 pm CDT** the *Draft Business Plan* (one continuous PDF document) & any appendix to:

The San Angelo Business Plan Competition 2021  
c/o The Business Resource Center  
69 N. Chadbourne St.  
San Angelo, TX 76903

Best way: Scan and email it to: [sbdc@angelo.edu](mailto:sbdc@angelo.edu) to arrive by 5:00pm.

All semi-finalists will receive compiled and anonymous feedback from the Judging Panel. The Judging Panel will select the finalists, who will be invited to participate in Phase III of the competition. Selection as a finalist does not guarantee that any award will be given.

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

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 finalist must submit a *final business plan* to the Competition Coordinators and make an in-person presentation of their *final business plan* to the Judging Panel. Presentations will not be open to the public.

**Deliver by 11-8-2021 at 5:00 pm CDT** the *Final Business Plan* (one continuous PDF document) & any appendix to:

The San Angelo Business Plan Competition 2021  
c/o The Business Resource Center  
69 N. Chadbourne St.  
San Angelo, TX 76903

Best way: Scan and email it to: [sbdc@angelo.edu](mailto:sbdc@angelo.edu) to arrive by 5:00pm.

The *final business plan* must not exceed 20 pages of text, graphics and projections, and no more than 10 pages of appendices. The *final business plan* must be fully developed, and address comments provided by the Judging Panel during Phase II. The final business plan should be one continuous PDF document.

The Competition Coordinators will provide the A/V equipment needed for PowerPoint presentations to the Judging Panel. Contestants will need to send their PowerPoint presentation by email or Dropbox link to the Competition Coordinators the Friday before the Saturday presentation. A jump stick backup should be brought to the presentation.

## **JUDGING PROCESS**

The Phase I Judging Panel will in its sole discretion determine which contestants will move from Phase I to Phase II of the competition. All decisions of the Judges are final.

During Phase II, selected semi-finalists will be required to deliver to the Competition Coordinators a *draft business plan* by the due date for evaluation by the Judging Panel. Judges will score all semi-finalists according to the *elements of a business plan* criteria and the Panel will move contestants that it selects to Phase III of the competition as finalists. Anonymous Judging Panel comments will be compiled and forwarded to all the semi-finalists by the Competition Coordinators. All decisions of the Judging Panel 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 to the Competition Officials any potential conflicts of interest with any semi-finalist to ensure impartiality.

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. They will make a personal presentation of their *final business plan* to the Judging Panel. Judges will evaluate all finalists according to the business plan element criteria and have the discretion to award: (1) a first, second and third place winners; (2) any combination of winners; (3) no winners. All decisions of the Judging Panel are final. PowerPoint must be used. Event not open to the public. Competition coordinators and competition student team will be present. No written comments from the Judging Panel will be provided to finalists in Phase III.

The San Angelo Business Plan Competition 2021 reserves the right to cancel the competition at any point if the Competition Officials, in their sole discretion, decide that there is insufficient *quality* or *quantity* of business plans to proceed. Cancellation of the competition will be without any obligation of compensation or reimbursement to contestants. The determination of Competition Officials shall be final.

# APPENDICES

## Appendix I

### The San Angelo Business Plan Competition 2021 Calendar of Events\*

Milestone	Event	Date	Location
Judging Panel Orientation Lunch	<i>For judges only</i>	TBD	TBD
Announcement of BP Competition start	Kickoff of Competition	<b>Monday 5-3-21</b>	
<b>Phase I</b> —Online Entry Form and Business Overview submittal deadline.	none	<b>Monday 8-2-21</b>	Due at 5:00pm CDT
Notifications of selected semi-finalists	none	<b>Friday 8-6-21</b>	email
<u>Meeting with selected semi-finalists – discuss eligibility requirements and agreement</u>	Meeting with Semi-Finalists	TBD	TBD
SBDC training seminars (see <a href="http://www.sbdc.angelo.edu">www.sbdc.angelo.edu</a> for schedule)	SBDC training seminars	<b>various</b>	BRC**
<b>Phase II</b> -Draft Business plan submittal deadline. (email or deliver)	none	<b>Monday 10-11-21</b>	Due at 5:00pm CDT BRC
Notification of selected finalists and feedback from judging panel	none	<b>Monday 10-25-21</b>	email
<b>Phase III</b> -Final Business Plan submittal deadline	none	<b>Monday 11-8-21</b>	Due at 5:00pm CST BRC
Final live presentation to judging panel for selected finalists (private event)	Judging Panel presentation	<b>Saturday 11-13-21</b>	BRC**
Acknowledgement of winners (public event)	COSADC Board Meeting	<b>Wednesday 11-17-21</b>	City Council Chambers- McNease Convention Center 8:30am

\*Subject to change

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



## Appendix II

### The San Angelo Business Plan Competition 2021: Entry Form

By entering and being accepted into the Competition and submitting the required Business Overview of *The San Angelo Business Plan Competition (the "Competition")*, each contestant/owner executing this Entry Form agrees to all of the following terms and conditions. If you advance to Phase II of the competition as a semi-finalist, an Entry Fee of \$50.00 payable to: COSADC, 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 statements, information, ideas and concepts set forth in the submitted documents are to be the original work of the contestants. By submission of this Entry Form, contestants individually warrant that their contest submissions are not subject to the intellectual property interest of any other person or entity, and that the contestant is under no agreement or subject to any restriction that prohibits or restricts the contestant's authority to disclose or submit such statements, information, ideas or concepts to the Competition Officials for purposes of 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 information, ideas and plans submitted by the contestants to the competition is the sole responsibility of the contestants.

Competition Coordinators include the City of San Angelo Development Corporation (COSADC) and Angelo State University, each of which are subject to legislation relating to the disclosure of public information. Contestant hereby consents to access by Competition Officials and the public to all information and documents subject to disclosure under applicable law. The confidentiality of Contestant's records, including Contestant information related to Competition Coordinators' economic development considerations and grants or direct incentives provided pursuant to the Competition, will be maintained in accordance with and subject to all applicable laws, including the Texas Public Information Act (TPIA). COSADC will, as required by the TPIA notify a Contestant if a request relating to proprietary information is received, thereby permitting Contestant opportunity to protect such information from disclosure. Contestant acknowledges that the TPIA provides exceptions from the general requirement of disclosure of public information that may apply to Contestant trade secret, proprietary and confidential commercial financial information, and that Contestant will need to assert the interest of Contestant as provided under TPIA and at law for purposes of nondisclosure.

The Competition Officials (Competition Coordinators and Judging Panel) will comply with Texas State Statutes regulating public access to, and the confidentiality of, business proprietary information submitted by the contestant. In consideration of the time, expertise, and other resources provided by the Competition Officials to the competition and the benefits of participation in the Competition, each contestant hereby voluntarily releases the Competition Officials from any claim, damage, liability, responsibility, or accountability, known or unknown, relating to or arising out of information submitted or to be submitted by the Contestant to Competition Official's as part of Contestant's participation in the Competition.

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

- **CONTESTANTS ASSUME ALL RISKS ASSOCIATED WITH PARTICIPATION IN THE COMPETITION, AND WAIVE AND RELEASE THE COMPETITION OFFICIALS, SPONSORS, AND THE TEXAS TECH UNIVERSITY SYSTEM, INCLUDING ANGELO STATE UNIVERSITY, 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 incentives, grants or in-kind services received as a result of participation in the Competition.
- **BY EXECUTION OF THIS APPLICATION AND SEEKING TO PARTICIPATE IN THE 2021 SAN ANGELO BUSINESS PLAN COMPETITION I UNDERSTAND AND AGREE THAT SHOULD I BE SELECTED AS A WINNER I AM AUTHORIZING THE SAN ANGELO DEVELOPMENT CORPORATION, CITY OF SAN ANGELO AND THE BUSINESS PLAN COMPETITION COORDINATORS (COLLECTIVELY REFERRED TO AS THE PROMOTERS) TO USE MY NAME, PARTICIPATION, LIKENESS, PHOTOGRAPHS AND PICTURES FOR PUBLICATION FOR NEWS OR PROMOTIONAL PURPOSES AND THAT THE SAME SHALL REMAIN THE PROPERTY OF THE PROMOTERS. I FURTHER AGREE TO MAKE MYSELF REASONABLY AVAILABLE FOR FUNCTIONS RELATING TO MY PARTICIPATION IN THE COMPETITION, THE AWARD OF ANY GRANTS OR PRIZES RELATING TO THE COMPETITION, AND FOLLOW-UP INTERVIEWS OR PUBLIC APPEARANCES ABOUT MY BUSINESS ENTERPRISE THAT IS THE SUBJECT OF THE COMPETITION.**
- Each Contestant executing this Entry Form hereby acknowledges that he/she has read and understands these Competition Guidelines and agrees to be bound by them.

**DISCLAIMER**

The San Angelo Business Plan Competition 2021 reserves the right to cancel the Competition at any point if, in the judgment of the Competition Officials, there is insufficient quality or quantity of business overviews or business plans to proceed. The determination of the Competition Officials 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 of this form</i>	

**Competition Contestant(s)**

\_\_\_\_\_, DATE, \_\_\_\_\_, 2021  
 \_\_\_\_\_  
 (Signature/Date)  
 \_\_\_\_\_  
 (Print Name)

**Competition Contestant(s)**

\_\_\_\_\_, DATE, \_\_\_\_\_, 2021  
 \_\_\_\_\_  
 (Signature/Date)  
 \_\_\_\_\_  
 (Print Name)

*\*For more owners please use a copy of this form*

### Appendix III

#### The San Angelo Business Plan Competition 2021: Confidentiality Agreement for Competition Officials

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

I agree to participate in *The San Angelo Business Plan Competition 2021*, (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 or disclosed pursuant to applicable state open records law.

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)