



STWBC 2nd Annual

BUSINESS PLAN COMPETITION

Rules & Regulations

SUBMISSION DEADLINE: MONDAY, AUGUST 16, 2010

Who can enter the competition?

The competition is open to all small business entrepreneurs who meet the following criteria:

1. The business must be majority women-owned or minority-owned (51%)
2. The business must be innovative for the region.
3. The principal business operations of the business must be located within our 19 county service area. (Bexar, Atascosa, Bandera, Comal, Frio, Guadalupe, Karnes, Kendall, Kerr, Medina, Wilson Bee, Dewitt, Goliad, Gonzales, Jim Wells, Live Oak, Nueces, San Patricio, Victoria)
4. Company officers/members are 18 years or older at the time of entry and are legal residents of the United States.
5. The business must in legal operations for at least 6 months by the submission deadline of August 16th.
6. The business must not have profits that exceed \$250,000.
7. If selected as a finalist in the competition, all applicants understand at the time of application, you will be required to be present at the Annual Luncheon event on Wednesday, September 1, 2010 at the Norris Conference Center. Applicant will be disqualified if not in attendance; no representative may appear on applicant's behalf.
8. Company members cannot be directors, officers, volunteers or employees of the South Texas Women's Business Center, South Texas Business Fund, or Annual event sponsors, funders and in-kind partners. Immediate family members of any of the above are disqualified.

The Evaluation Criteria

- The Business Plan must not exceed 12 pages, 2 of which must be financials.
- **Company Overview:** Presents a vision, history, current status, strategy, goals, mission and objectives for the business.
- **Products and/or Services:** Describes the key features and benefits, current stage of development, proprietary position, and competitive advantages of the product or service.
- **Management Team:** Description of business, the strength, readiness, and capacity of the venture's management team, including its management's experience and expertise in relevant markets and industries.
- **Market need and market potential for your product(s) or services:** Industry profile, competition, and evidence of demand for venture in the marketplace.
- **Fundability:** Clear and concise presentation of amount, timing, type and use of funds required for venture. The potential for the venture to receive financial support from additional sources.
- **Growth Plan:** New offering to markets, current capital requirements and exit strategy.
- **Financial Feasibility and Forecast:** Discuss current revenues, gross margins and net/profit loss along with projected future revenues with assumptions. (Must be included)

Confidentiality and Rules

- All business plans will be reviewed and evaluated by a panel of judges made up of business professionals.
- The only individuals who will have access to business plans will be the Business Plan Evaluation Committee and the judges of the Business Plan Competition. These judges are professionals who regularly deal with confidential information in the course of their work. They have been asked to treat

the business plans with the same care and respect for confidentiality that they provide to their potential clients. They will excuse themselves from judging if a conflict of interest arises.

- Note that the short description of the business idea (elevator pitch provided by the applicant) may be used in public documentation relating to the contest.

Judges Evaluation:

The business plans will be evaluated by a panel of judges made up of business professionals with expertise in each of the areas of a business plan. Judges will consist of entrepreneurs, venture capitalists, and professional service providers experienced in entrepreneurial process. Judges will use a point system to evaluate all business plans. The decision in the final round will not necessarily be based on the number of points scored but rather on the judges' qualitative evaluation of the plan's entire business model and consultations with each other during their deliberation session following the presentation. Critical evaluation criteria used by the judges will include: expectation of significant growth, attractiveness of the return on investment and actual implementation.

Finalists:

1st Place Winner

- Cash Prize to be determined.
- Web hosting
- PR Consultation
- Free Media

Finalists

- Recognized on STWBC web site
- Featured in the newspaper and STWBC website
- Recognized at Luncheon

Due to the generosity of our sponsors, we are offering over \$5,000 in cash and in-kind service awards for the winner of the 2010 STWBC Business Plan Competition. STWBC along with title partner would like to thank the following companies for their generous support of the competition.

Important Dates for Business Plan Workshops can be found at www.stwbc.com

DUE DATE FOR BUSINESS PLAN SUBMISSION IS MONDAY, August 16, 2010.



SOUTH TEXAS WOMEN'S
BUSINESS CENTER
www.stwbc.com © 210.207.0117

APPLICATION FORM
DEADLINE IS MONDAY, AUGUST 16, 2010
Attach this form to the front of your Business Plan submission.

COMPANY INFORMATION

Name: _____

Company: _____

Title: _____

Business
Address/City/State/Zip: _____

Telephone Number: _____ Alternate Number: _____

Company Web Address: _____

Email: _____

What type of business does the nominee operate?

Retail ___ Manufacturing ___ Personal Services ___ Other ___

How many employees does the nominee have? (must be under 10) _____

Did the business generate less than \$250,000 in revenues last year? Yes ___ No ___

Will the owner/representative be able to attend the 2010 Luncheon on September 1, 2010 at the Norris Conference Center? Yes ___ No ___

BUSINESS PLAN (REQUIRED)

The business plans should be submitted electronically in PDF or Word format to cpena@stwbc.com by August 16, 2010. Exceeding the maximum page amounts will result in disqualification.

RETURN COMPLETED APPLICATION

Return completed form by 5 p.m. CST, Monday, August 16, 2010 to STWBC.

Forms may be:

Emailed to cpena@stwbc.com

Mailed to PO BOX 830505 San Antonio, TX 78283-0505 **or**

Delivered to the Center's office at 100 W. Houston Street, 19th Floor.

For more information or resources contact South Texas Women's Business Center at 210.207.0112 or visit us online at www.stwbc.com.



COVER SHEET: TITLE

Entrepreneur's Name

Address

Phone Number

Email



SAMPLE TABLE OF CONTENTS

SECTION PAGE

NARRATIVE

- Executive Summary
- Cover Letter
- Mission Statement
- Business Description
- Market Analysis
- Marketing Plan and Strategy
- Business Management and Operations
- Critical Risks

RECOMMENDED FINANCIAL INFORMATION

- Assumptions
- Start up Expenses
- Balance Sheet
- Income Statement
- Cash Flow Statement
- Profit and Loss Statement

RECOMMENDED APPENDIX DOCUMENTS

Business:

- Equipment Detail
- Inventory Detail
- Management Resumes
- Letters of Intent
- Income Tax Returns
- Legal Documents

Personal:

- Personal Financial Statement(s)
- Personal Tax Returns (Past 2 Years)

Other Relevant Documents

I. NARRATIVE

1. Executive Summary

The Executive Summary presents a brief highlight of each section of the Business Plan. Do this section after the Plan is completed. Readers will turn to this section first to get a comprehensive overview of the entire Business Plan. It is a preview, therefore must be kept to a maximum of 1 ½ pages and concise.

2. Cover Letter

Why are you applying to the Business Plan Competition? What are some qualities that will make you a possible candidate? Create a cover letter to the judges stating why you should win.

Include the following information:

- Years business has been in service
- How the prize money will help you in growing your business
- What gives your product and services and advantage over competition and over other finalists?

3. Mission Statement

Every business has a mission. A mission statement is a statement of the business' purpose – what you want to accomplish in the “larger environment.” Your mission statement should be “market oriented.” Being market oriented means defining your business in terms of satisfying your customer.

A mission statement states your core values and beliefs in term of customer service. Employees (if any) would be able to understand and reflect the customer service you wish to offer.

II. BUSINESS INTRODUCTION

4. Business Description

Describe your business in detail using complete sentences.

Background:

Begin with the story of how and/or why you decided upon this particular business. For example:

- Were you doing it for someone else, but thought you could do it better on your own?
- Did you see a market need to be filled?
- Was there a new technology or niche that needed to be introduced to the market?

What are your company's financial and physical goals for years 1, 3, and 5?

Name:

What is the name of your business? Is there a special meaning or a translation of this name?

Legal Structure:

What is the legal structure? (Sole Proprietorship, Partnership, Corporation, LLC).
Who are the majority owners and their experience?

Location:

Where is the business located? Is it home based, virtual, or have a physical location? Describe the physical setting and location needs such as storage, kitchens, dressing rooms, sitting areas, etc.

Detailed Product/Service Description:

What is the product or service you offer?

How do you make sure your product or service is of the best and consistent quality?

If applicable, describe the production process.

Product and/or Service: Description of each product service you have to offer (example: Cookies, donuts, cakes, custom cakes)

Price Range

- How are you pricing your product/service?
- What are your prices? Include a price list (see example)

Strength and Weaknesses of Products plus uniqueness

How often does a customer buy?

Is it manufactured in house? produced? resale? from where?

III. MARKETING PLAN

5. Market Analysis

Industry:

Describe your market or industry. Be very detailed and use complete sentences. Use the following ideas as guidelines:

- How has your industry changed in recent years?
- Is it growing or shrinking?
- Have there been changes in regulation, technology, or customer awareness?
- If it is growing, how many more people are using the product/service? If it is shrinking, how will you take advantage of this?

Customer Profile:

Who is your target customer? Give facts about your customers. For example:

- Income ranges.
- Ages range
- Males _____ Females _____.

What is your total market? Example:

- Your market area covers _____ people in a _____ mile area.
- Where do your customers live? (City, county, neighborhood).

Competition:

What makes your product/service different from the competition?

Provide a detailed analysis of your competition.

Tell about your three strongest competitors (direct or indirect)

- What are their strengths?
- Their weaknesses?

Why does the customer prefer to come to you rather than the competition?

6. Marketing Plan and Strategy

How do you reach your customers? Explain the different methods of advertising that you will use.

What strategy will be the most effective in reaching your customer? Explain why.

What is your budget? Consider the cost of each method and how that will translate into sales dollars for the business.

IV. OPERATIONAL PLAN

7. Business Management and Operations

- Who manages this business?
- What skills, background, etc. do you or this person bring to the business?
- What are you or this person be responsible for?
- What is your job description and daily tasks?
- Who else will be on your “team for success?”

Employees:

Describe your employee’s duties and tasks. If you have yet to hire employees, at what stage of the business will you need them and explain the following:

- What training do they need?
- Are they be full-time or part-time?
- Specify each employee’s scope of duties. Include a job description.

Suppliers:

If you use suppliers, discuss availability and reliability. What back up do you have?

8. Critical Risks

Unfortunately, things can happen in our lives or our businesses to change the direction we thought we were heading. It is important to consider anything that could negatively impact your business and be prepared to handle it. Remember, if you work out these potential problems now, you will be prepared to handle anything that might take place.

Identify threats that might negatively impact your business and what your plan of action would be. Use the following examples as guidelines:

- Declining sales or lower than expected sales (possibly due to economic slowdown, new competition, incorrect assessment of market).
- Demand for product/service is too high and the business cannot meet the needs
- Loss of key supplier
- Loss or illness of key employee
- Illness of yourself
- Customer does not pay, hurting cash flow

9. Financials

Assumptions Create projections for the next three to five years. The assumptions summarize the financials and give away any explanation to issues such as owner's salary, start up cost, equipment purchases, etc. Reiterate the investment and start-ups that helped you start the business and the financial plans for expansion

Balance Sheet

Cash Flow Statement

Profit and Loss Statement

APPENDIX

Attach any documents which will help the reader of your Business Plan understand why this is a good business opportunity. You may include:

1. A personal resume
2. Letters of reference from other business owners or professionals (banker, accountant, managers, etc.)
3. Photographs of location or products
4. Menus or price list