

# Application for Business Plan Competition

Complete the following information and submit online at [agentpreneur@gmail.com](mailto:agentpreneur@gmail.com) by February 16, 2012. In addition to the following information, an executive summary is required for your business. The executive summary guidelines are attached. By February 20 you will be notified if your plan is one of the 7 which will move forward to the Aquinas competition on Thursday, March 15. If so, you will need to complete a full business plan by March 1. Presentation in the Aquinas competition will include a Power Point presentation of your business plan (10 minutes max) with 3 minutes for presentation and questions and answers. Competition guidelines and business plan requirements are in separate documents. The top plan will move to the regional competition on April 10, 2012. It is required that contestants entering the Aquinas competition are able to compete on April 10.

## Awards:

1<sup>st</sup> Place: \$1,000  
2<sup>nd</sup> Place: 500  
3<sup>rd</sup> Place: 250

## Application:

**Name of Business:**

**Briefly Describe Your Business**

**Demographic Information for all team members**

**Name**

**Major**

**Year (Freshman, Sophomore, Junior, Senior)**

**Address**

**Phone**

**Email**

# Business Summary Guidelines

*\*Two Page Maximum*

**Business Description:** *Briefly describe the general nature of your company, background and vision/mission. From this section, the reviewers must be convinced of the uniqueness of the company and gain a clear idea of the market in which the company will operate.*

**Products/Services:** *Convey to the reviewers that your products and/or services truly fill an unmet need in the marketplace. The characteristics that set your solution apart from the competition need to be identified (competitive advantage).*

**Target Market/Customers:** *Provide a clear description of your target market, and any market segments that may exist within that market. Include potential market size and growth rate.*

**Competition:** *List current and potential direct and indirect competition. Briefly describe the competitive outlook and dynamics of the market in which you will operate.*

**Distribution/Sales Model:** *How are you going to make money? Indicate which channels will be used to deliver your products/service to your target markets (i.e., independent software vendors, strategic alliances, direct sales force, channel partners, etc...)*

**Management Team:** *Why you? Is there anyone else involved in this enterprise and what are their backgrounds?*