



**SKANDALARIS BUSINESS**  
**PLAN COMPETITION**

PRESENTED BY THE EASTERN MICHIGAN UNIVERSITY  
COLLEGE OF BUSINESS  
2012 INFORMATIONAL PACKET

**SESI MIDWEST**  
**ENTREPRENEURSHIP CONFERENCE**

PRESENTED BY THE EASTERN MICHIGAN UNIVERSITY  
COLLEGE OF BUSINESS  
**FEBRUARY 10, 2012**  
EMU STUDENT CENTER



*Hosted by the EMU Collegiate Entrepreneur's Organization (CEO)*

## 2012 Skandalaris Midwest Business Plan Competition Advisor Approval Form

Title of the Business Plan \_\_\_\_\_  
(same as on the Entry Form)

Team Members  
(first name listed will be "single point  
of contact" for many communications)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Advisor

\_\_\_\_\_

Name & email \_\_\_\_\_ Phone \_\_\_\_\_

"I agree to serve as Advisor to the above team for the 2012 Skandalaris Midwest Business Plan Competition."

\_\_\_\_\_

Signature:

---

---

E-MAIL  
[cfe-info@emich.edu](mailto:cfe-info@emich.edu)

MAIL  
EMU BUSINESS PLAN COMPETITION  
Center for Entrepreneurship  
306 Owen Building  
300 W. Michigan Avenue  
Ypsilanti, MI 48197

FAX  
(734) 481-3354

# SKANDALARIS BUSINESS PLAN

## JUDGING CRITERIA

\_\_\_\_\_ Overall Appeal of the Plan

- Clarity, completeness, and persuasiveness of the written business plan.
- Does the team express a compelling "vision" for the new venture?
- Does the team show enthusiasm and commitment for the new venture?

\_\_\_\_\_ The feasibility and quality of the business plan concept (e.g., product, technology, service)

- Unique value of the proposed product/service/technology.
- Clear customer needs being satisfied.
- Importance of product/service/technology to the customer.
- The plan has developed a prototype or working description of the product/service/technology.

\_\_\_\_\_ Attractiveness of the Market Opportunity

- Market potential (Size and growth)
- Potential market profitability
- Does the team have a plan to go to the market to test receptiveness of potential customers?

\_\_\_\_\_ The feasibility and quality of the business model

- How will the proposed venture produce and distribute the product/service?
- Will the proposed venture be favorably positioned in the distribution channel?
- How will operational obstacles (if any) be overcome?

\_\_\_\_\_ Capability of the Management Team

- The quality of team members' relevant skills and the quality of their past leadership and other initiatives.
- Quality of team members' relevant skills
- The roles the current team members will play
- Team's plan to fill any gaps in the management

\_\_\_\_\_ Capital Requirements and Financial Forecast

- Type and amount of capital required
- Cash flow and other financial projections showing how long it will take the venture to be financially self-supporting and how will the venture be financed until then?
- The financial and/or social return of the proposed venture

\_\_\_\_\_ TOTAL SCORE

Eastern Michigan University  
Center for Entrepreneurship  
**2012 SKANDALARIS MIDWESTERN BUSINESS PLAN COMPETITION  
ENTRY FORM HIGH SCHOOL**

TITLE OF BUSINESS PLAN: \_\_\_\_\_

BRIEFLY DESCRIBE YOUR IDEA: \_\_\_\_\_  
\_\_\_\_\_

**CONTACT INFORMATION & AFFILIATION (List All Team Members)**

FULL NAME	SCHOOL	CLASS STATUS (Senior etc)	EMAIL	PHONE	MAILING ADDRESS

NAME OF THE ADVISOR: \_\_\_\_\_

AFFILIATION OF THE ADVISOR: \_\_\_\_\_

**Please make sure to review the EMU Business Plan Competition guideline.**

**All guidelines are listed in the packet.** Please submit the completed Business Plan Competition Entry Form along with the Advisor Approval Form to the following address on or before **Friday, January 6, 2012.**

E-MAIL  
[cfe-info@emich.edu](mailto:cfe-info@emich.edu)

MAIL  
EMU BUSINESS PLAN COMPETITION  
Center for Entrepreneurship  
306 Owen Building  
300 W. Michigan Avenue  
Ypsilanti, MI 48197

FAX  
(734) 481-3354

# 2012 Skandalaris Business Plan Competition GUIDELINES FOR ELIGIBILITY & REQUIREMENTS

Total Cash Prize of Several Thousand Dollars.

To participate in the competition, one must meet the following requirements:

- Individual participants or the teams must consist entirely of current students in the Midwest region.
- Each entry must use a non-student advisors and/or mentors (faculty or professional).
- Business Plans can be for a for-profit or non-profit business
- Business Plans can be for a start-up business or for an expansion of an existing small business (with less than 500 employees).
- All deadlines must be met to be eligible.
- Each finalist team/individual participant must be willing to provide a short power point presentation at award ceremony.
- Each team/individual participant must have the endorsement of a faculty advisor and must provide contact information for the faculty advisor (via completion of the advisor form). Note that faculty advisors are encouraged to attend the Skandalaris Business Plan Competition award ceremony at the Sesi Conference February 10, 2012 to support their student team. The conference will be held at Eastern Michigan University.

## BUSINESS PLAN ENTRY SPECIFICATION

The following guidelines must be followed for each business plan entry.

### Cover Sheet

- Business Name
- Names of all team members
- Name of the Advisor
- Name of the affiliated educational institute

### Executive Summary

- Approximately 3 double spaced or 1.5 single spaced pages (8.5"x11")
- Recommended (Font size: 12pt, Margins: 1 inch on all sides)

### Business Plan

- Approximately 15 double or 8 single spaced pages (8.5"x11") excluding appendices
- Recommended Font size: 12pt, Margins: 1 inch on all sides  
**\*\*\*\*Entries that exceed 15 pages will be accepted\*\*\*\***

### Appendices

- Each entry may include a maximum of 10 pages of appendices including the financial tables.
- Appendices must be clearly titled.

### Presentation Slides:

- Each entry must include a set of printed PowerPoint presentation slides.
- Approximately 15 slides should be included (preferably 2 slides printed in one page) and not to exceed 10 minutes.

Each participant should closely review the judging criteria. This information indicates what should be the contents of the written business plan.

## DEADLINE /MILESTONES

Electronic submission to [cfe-info@emich.edu](mailto:cfe-info@emich.edu)

Mail submission to  
Center for Entrepreneurship  
306 Owen Building, 300 W. Michigan Avenue  
College of Business  
Eastern Michigan University  
Ypsilanti, MI 48197

Business Plan and presentation and **entry form** deadline  
The business plan along with the presentation slides is due by **5 pm January 7, 2011.**

Electronic submission to [cfe-info@emich.edu](mailto:cfe-info@emich.edu)

Mail submission to  
Center for Entrepreneurship  
306 Owen Building, 300 W. Michigan Avenue  
College of Business  
Eastern Michigan University  
Ypsilanti, MI 48197

Each finalist will be notified in advance and is required to present at the award ceremony at the Semi Midwest Entrepreneurship Conference that will be held at Eastern Michigan University February 10, 2012, at the Student Center.

## CONTACT INFORMATION

Center for Entrepreneurship  
306 Owen Building, 300 W. Michigan Avenue  
College of Business  
Eastern Michigan University  
Ypsilanti, MI 48197  
Phone: (734) 487-0355  
FAX: (734) 481-3354  
Email: [cfe-info@emich.edu](mailto:cfe-info@emich.edu)  
URL: <http://www.cob.emich.edu/include/templatesubpage.cfm?id=1115>

# TERMS AND CONDITIONS

By submitting the entry form and business plan to the 2012 Skandalaris Business Plan Competition each individual participant agrees to the following conditions:

## Originality

The ideas and concepts outlined in the Business Plan is the original work of the individual or team.

## Presentation

Each student entry will be recognized at the 2012 Sesi Midwest Entrepreneurship Conference at Eastern Michigan University February 10, 2012. Finalists will be asked to provide a 8 minute PowerPoint oral presentation. Presentation guidelines will be sent to the finalists after the initial judging is over, prior to the conference.

## Compliance

Each participant has reviewed and understands the guidelines for the 2012 Skandalaris Business Plan Competition.

A signed entry form certifies that the entry complies with and abides by the guidelines.

## Waivers and Releases

Protection of highly confidential information is the responsibility of each participant. All Business Plan proposals will be handled confidentially. Only the organizers and the judges will have the access to the complete business plan. However, judges and organizers will not be required to sign nondisclosure documents. In case of a conflict of interest, the particular business plan will be assigned to a different judge.

Participating business plans will not be returned to the participants. Individual or team participants should keep their own copies of their business plans.