

The **Business Management** and **Entrepreneurial Studies** Departments present

11th Annual **Business Plan Competition** sponsored by



INVESTING for Good™



Business Plans are **DUE** by **NOON on FRIDAY, MARCH 28, 2014**



The **Business Management** and **Entrepreneurial Studies Department** seeks to reward students for excellence in business plan preparation and presentation for a new or existing venture idea.

The Business Plan Competition allows for both credit and non-credit students to compete for the opportunity to receive space in the Student Business Incubator, as well as cash prizes. In addition, the competition will provide educational and networking opportunities for students. Finalists will present their business plans to a panel of judges consisting of experts from the business, legal, governmental, and educational communities. The judges will have the opportunity to hear the finalists present their plans and ask questions of the presenters. The competition is open to all AACC students in good standing who are currently enrolled in at least one credit or non-credit course.

Requirements are as follows:

1. Submit a business plan, of no longer than 40 pages, excluding appendices. The business plan must have the generally accepted components of a business plan, including, but not limited to, the following elements:
 - Table of Contents
 - Executive Summary
 - Industry and Target Market Analysis
 - Marketing Plan
 - Management Team's Qualifications
 - Operations Plan
 - Milestones showing the expected timing of steps in the development of the venture
 - Pro Forma Financials for 3 years: 1) Income statement quarterly 2) Cash budget quarterly and 3) Balance sheet quarterly for 3 years. Relevant assumptions should be stated.

Approximately two weeks after the competition entry date, three finalists will be selected to make oral presentations of their plans to a panel of venture capitalists, commercial lenders, entrepreneurs, and entrepreneurship scholars.

Presentations will take place on Thursday, May 1, starting at 9 am in the CADE Building, Room 219. Winners will be announced the day of the competition.

2. The plan may be for a new start-up venture or for a new product or market development in an existing venture that is less than 3 years old.

3. Students who enter the competition must be AACC students in good standing who are currently enrolled in at least one credit or non-credit course.
4. All plans must be original.
5. Submissions and the original concepts they contain are recognized as confidential and will not be disclosed outside the committee of judges without the entrant's permission.
6. Plans and presentations will be judged on the following criteria:
 - Explanation of the business opportunity
 - Innovativeness of the plan
 - Clear delineation of the market and its size
 - Strategy for capturing market share
 - Management team's qualifications and abilities
 - Financial plan that is consistent with the market size, strategy, and expected returns
 - Effective communication of all of the above in the plan and presentation

Entrants must provide 4 presentation copies of their business plans and a completed registration form by **Noon on Friday, March 28, 2014**. Deliver business plans to the Business Management and Entrepreneurial Studies Department office, in Room 326 of the Careers Building on the Arnold Campus, or mail to:

Stephen Berry
Anne Arundel Community College
101 College Parkway
Careers Building, Room 320
Arnold, MD 21012



Questions may be addressed to Professor Berry by email: smberry1@aacc.edu

PRIZES



- First Place** – Office Space in The Student Business Incubator, up to 10 hours of accounting services donated by Lombardo Wagner Ayres and Company, LLC, the opportunity to present to the Annapolis Entrepreneurs and Innovators Program Group, an iPad and \$1,250
- Second Place** – An iPad and \$1,000 (possible office space in The Student Business Incubator)
- Third Place** – An iPad and \$750
- Honorable Mention** - \$250
- Honorable Mention** - \$250

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