8th Annual Business Plan & Elevator Pitch Competition Information Session
The Prizes!

More than $10,000 in prizes!

Business Plan
1st PLACE $5,000
2nd PLACE $2,500

Elevator Pitch
1st PLACE $1,000
2nd PLACE $500

Special Recognition Awards
(up to 5) @ $250

TOTAL AWARDS $10,000

For more information email COMPETITION@SPCOLLEGE.EDU
March 25th – Deadline for SUBMISSIONS
March 27th – Semi-Finalists Announced
March 28th or March 29th – Mandatory Training Sessions for Semi-Finalists
April 2nd – Finalists Announced
April 19th – Competition & Awards Ceremony

For more information email COMPETITION@SPCOLLEGE.EDU
WHO & HOW to apply?

- Any current SPC full or part-time student enrolled in a degree or certificate program.
- Prior graduates are not eligible.
- Applications and submissions will be accepted online.
- Students may ONLY submit ONE ENTRY in each Level of the competition.
- Participants MUST complete THIS Information Session online.
- Team submissions are accepted and prizes will be distributed equally among SPC student members.
- Non-students may be members of the management team. They are not eligible to present in the competition or receive prize money.
- Mandatory Training Session for ALL Semi-Finalists.

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A Business Plan

- Provides a roadmap for the direction your venture will take
- Serves as a management tool
- Helps focus on today and creates plans of action
- Helps create future goals
- Spells out important details you might overlook
- Helps get attention and buy-in from investors and lenders

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How much time will it take?

Business Plan Process

- Developing the idea & value proposition
- Researching the topic, companies, the industry, marketing, demographics, viability
- Evaluation of the research
- Writing the plan using an established guide

Manage Your Time & GET FREE HELP with SPC Writing Tutors @ http://www.spcollege.edu/tutoring/

A business plan is a comprehensive document requiring attention to detail, research and a strong focus. Plan your time so that you have days to spare.

For more information email COMPETITION@SPCOLLEGE.EDU
How do I submit my work?

Business Plan

- Submit in MS Word .doc or .docx formats for round one review by judges.
- Finalists must commit to presenting their business plan in person in the final competition round.
- The presentation should not exceed 10 minutes long.

Elevator Pitch

- Include a video presentation not to exceed three minutes.
- PowerPoint slides may be included.
- Video portion can be in MP4, AVI, MOV, or a YouTube link.
  **(You Tube links are preferred)
  (Privacy options are available)

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What are the rules?

The competition is for student created, managed, and owned ventures therefore students must have:

1) played a major role in conceiving the venture
2) an existing key management role in the business or proposed venture
3) 50% or more equity in the venture
4) must represent original work of the student entering the competition

***Winning students will receive cash prizes and are responsible for the tax implications of those prizes.***

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Judging will be based on the following criteria:

- Innovativeness
- Market Need
- Uniqueness of Solution
- Feasibility
- Differentiation
- Credible Industry Facts
- Target Market Assessment
- Passion of Entrepreneur
- Creativity
- Marketing Strategy
- Profit Potential

FOR MORE DETAILS go to www.spcollege.edu/cec/competition
And select the Criteria/Judges tab
Begin the Application Process Online @
http://www.spcollege.edu/cec/competition/

Submit your INTENT TO COMPETE

For more information email COMPETITION@SPCOLLEGE.EDU
CONTACTS

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OR
Send EMAIL requests to:
competition@spcollege.edu

OR
go to OUR Website:
http://www.spcollege.edu/cec/competition/
FOR MORE INFORMATION on the COMPETITION

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competition@spcollege.edu

OR go to OUR Website:

http://www.spcollege.edu/cec/competition/

Web Resources:
http://www.spcollege.edu/cec/resources.html

Entrepreneurship Guide:
http://spcollege.libguides.com/Entrepreneur

Contact Information:
http://www.spcollege.edu/cec/contact.html
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GOOD LUCK!!!!

Information Session