Business Plan Guidelines

The Business Plan is the heart and soul of this competition. The first round entails an evaluation of the written business plan, while rounds two and three involve oral explanations or pitches of the business plan.

Business Plan Outline

There is a strict 25-page limit to the written business plan, in which there is a 10 page limit for the body of the Business Plan. The body includes all of the following items except those otherwise noted. The following outline should be used for this competition:

- **Title/Cover Page** (Does not count toward 10 Business Plan body pages.)
- **Table of Contents** (Does not count toward 10 Business Plan body pages.)
- **Executive Summary*** -- should include all the key details of the plan in case no one reads any other sections
- **Business Mission and Vision**
- **Business Description** – explain the problem/need the business addresses, how the business provides value to customers, and the unique competitive advantage of this venture
- **Market Analysis**
- **Description of Products & Services**
- **Operations & Management**
- **Marketing & Sales Strategy**
- **Financials** (Does not count toward 10 Business Plan body pages.)
  - List of all Startup Costs in the form of a **Source and Use Table**
  - Source and Use lists funding with amounts needed
  - List how your business will use the investment
  - Financial Assumptions – key assumptions around which your financials are based (e.g., three employees working 40 hours a week at $15 per hour)
  - 3 Years Quarterly Cash Flow beginning with the business opening
  - 3 Years of Quarterly Income Statements
    - Two versions:
      - Expected/Most Likely Case Scenario
      - Worst Case Scenario
  - 3 Years of Annual Balance Sheets
- **Appendices** (Up to 10 pages of relevant supplemental material. Does not count toward initial 10 business plan pages.)

The Title/Cover Page, Table of Contents, and Financial Data do not count as part of the 10 Business Plan body pages.

*Please note: an Executive Summary must be included as a part of the Business Plan.
**Formatting Requirements**

These page requirements for the Business Plan are to be strictly followed:

- All Business Plans must be the written work of the students on the team
- The business idea and strategy for the venture must have originated with the team (i.e., it is not acceptable to steal or “borrow” someone else’s ideas)
- The length of the plan is NOT to exceed 25 pages
  - The cover page, detailed spreadsheets and appendices are to be included in the 25 page count
  - The body of the business plan, including the executive summary, is limited to 10 pages (pre-financial data)
- Financials (financial data) must include:
  - Financial Assumptions – list & briefly explain your key assumptions
  - Source and Use Table
    - Source and Use lists funding with amounts needed
    - List how your business will use the investment
  - 3 Years Quarterly Cash Flow
  - 3 Years of Quarterly Income Statements
    - Two versions:
      - Expected/Most Likely Case Scenario
      - Worst Case Scenario
  - 3 Years of Annual Balance Sheets
- **Single-spaced**
  - 8½ by 11 size paper
  - 1 Inch margins on all sides
  - 12-point font size (Arial or Times New Roman font)
  - All business plans must be e-mailed as a single .PDF file to mbaucus@txstate.edu with the subject line: EDGAR B-PLAN SUBMISSION
- Plans that exceed these limits will be eliminated from the competition. All deadlines are final. Out of respect to other teams and judges, no submissions will be accepted after the deadline.

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**Reviewing**

**Business Plan Scoring Criteria**

- Quality of the Idea 20%
- Viability and Scalability of Model / Strategy 20%
- Market Attractiveness and Exit Potential 20%
- Quality of Written Work 10%
- Financial Projections 10%
- Investor Interest Level 20%

**Judges Feedback**

Each judge will evaluate the plan/pitch using the criteria noted above for scoring and will identify 2-3 major strengths of the plan/pitch and 2-3 major improvements that need to be made to the plan/pitch.