

Official Rules, Submission Details and Forms

- Send Intent To Compete and Conference Registration forms to by Tuesday, December 15, 2009 via email melissascott@doe.nv.gov or fax 702-6684321.
- Business Plans should be in standard Microsoft Office files (Word, Excel, Access, Publisher or Power Point) or PDF. Clearly label each file.
- Email an electronic copy to melissascott@doe.nv.gov by 5:00 PM on Monday, February 1, 2010.
- Mail one paper copy, postmarked no later than February 1, to

Melissa Scott, Business/Marketing Consultant
Nevada Department of Education
9890 S. Maryland Pkwy, Suite 221
Las Vegas, NV 89183

- Plans will be scored by judges prior to the conference and finalist will be chosen and notified at least 5 days prior to the conference. Finalist will present their plan and interview with the judges at the Student Entrepreneurship Conference. Winners will be announced at the close of the conference.

Official Rules

1. Each team or individual may submit only one business plan to the competition.
2. Please submit one electronic copy and mail one hard copy by end of day on January 29, 2010.
3. The Official Business Plan Cover Page must accompany all entries.
4. Either an individual or a group may develop the business plan. Group size should not exceed five eligible team members. Group members must be students and have a key role on the management team (i.e. CEO, COO, VP, etc.).
5. The business plan must be for a seed or start-up venture in Nevada and address the entire business concept (including implementation). Proposals for the buy-out or expansion of an existing company or franchise are not eligible.
6. The business plan must represent the original work of each contestant. The author(s) will retain all rights to the plan regarding its use at all times prior to and following the competition.
7. Due to the nature of the competition, we will not ask judges, reviewers, sponsors, or staff to agree to or sign non-disclosure statements for any participant. By participating in the competition, entrants agree that neither members of the judging panel, sponsors nor their designate organizations, assume any liability whatsoever for any disclosures of business plan information which may be made (whether inadvertently or otherwise) by any judge, reviewer, staff member, audience member or other individual connected with, participating in, viewing, hearing, or receiving information from the competition.
8. The plans may not contain fabricated information about (but not limited to) the following: backgrounds, experience and educational level of members of the management team, stage of product development, product performance claims, or market survey results.
9. Plans are limited to 30 pages of typed text, which includes the Executive Summary but excludes appendices. Cover sheets are not counted in total number of pages.
10. Summary financial data should include a cash flow statement, income statement, balance sheet, and funds required/used. Also, delineate possible exit strategies.
11. Appendices should be included only when they support the findings, statements and observations in the plan. Because of the number of teams/plans entering the competition, reviewers and judges may not be able to read all of the material in the appendices. Therefore, the text portion of the plan (30 pages) must contain all pertinent information in a clear and concise manner.
12. Identical plans may not be submitted in two consecutive years.

Score Sheet

Project Name: _____ Judge Initials: _____

Point Key	1	Poor: Little or no information
	2	Fair: Lacks vital details/raises questions
	3	Satisfactory: All basics are covered
	4	Good: Well written with clear and complete information
	5	Excellent: Content innovative and high quality with meaningful graphics

Cover Sheet 0 No 5 Yes

Executive Summary-clear and effective overview of plan
1 2 3 4 5

Description of Business: Business purpose, identification of market need, history and background, short and long term goals
1 2 3 4 5

Production/development: Products and services produced and sold, industry analysis, uniqueness of product/services, resources required (location, materials, etc).
1 2 3 4 5

Marketing Strategy: Description of market, competition, market size, 4 P's (product Price, promotion, place)
1 2 3 4 5

Ownership/Management: Form of ownership, backgrounds of key individuals, personnel needs
1 2 3 4 5

Financial Plans: Start up costs, revenue forecasts, pro forma financial statements, requested funds/ROI, Break-even analysis, critical risks
1 2 3 4 5

Milestone Schedule: Timing and objectives, relationship of events
1 2 3 4 5

Creativity: Uniqueness, innovativeness
1 2 3 4 5

TOTAL SCORE _____