



**Business Plan  
Competition**

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**Brigham Young University**

**2010  
INFORMATION  
PACKET**

**<http://bpc.byu.edu>**

**801- 422 - 7437**

**470 TNRB**

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## Prizes to be Awarded in 2010\* (Cash & In-Kind)

- 1<sup>st</sup> Place: \$50,000
- 2<sup>nd</sup> Place: \$30,000
- 3<sup>rd</sup> Place: \$20,000

### *Other Prize Categories:*

- Home-based: \$5,000
- Web: \$5,000
- Global: \$4,000

### *Semi-finalist Category:*

- 4<sup>th</sup> to 8<sup>th</sup> Place: TBD

\*Prizes may be subject to change

## WHAT IS THE BUSINESS PLAN COMPETITION?

The Brigham Young University Business Plan Competition (BPC) fosters and promotes business growth at the university level. The mission of the BPC is to provide opportunities, incentives, and resources for students of Brigham Young University to organize and direct the creation of successful business plans and present those plans to venture capitalists and other business and investment professionals.



The BPC sponsors multiple events during the academic year. All of these events seek to prepare teams to compete in the Business Plan Competition. These special events include:

- **Workshops** – These events are typically led by entrepreneurs or other professionals and are designed to train students in areas such as business plan creation, intellectual property, and fund raising. They also provide students with an opportunity to find other student team members.
- **Entrepreneurs Anonymous** - Students from varying backgrounds are given the opportunity to share and brainstorm new ideas. The events are designed to facilitate the creation of student teams as well as new ideas.
- **Idea Pitch** – Students submit a brief written description of their idea and get early feedback and direction on their business ideas.

- **Speed Pitch Competition** – Hosted by FundingUniverse, the competition simulates a “speed dating” scenario where each team is given 3 minutes to pitch their idea at a table to judges. The judges are then given 2 minutes for Q&A. Contestants then rotate around the room to the next table to repeat the process, giving each team the opportunity to present 12 times.
- **Business Plan Competition** – Student teams submit their final business plans. All eligible plans are judged and the best plans present their business in subsequent phases. The top 16 teams receive cash prizes; including \$50,000 in cash and in-kind services for the best plan.

Last year the BPC awarded approximately \$100,000 in cash, in-kind services, and prizes. Our partners awarded an additional \$15,000 for special business plan categories. On top of great prizes and great resources, participating in the BPC helps contestants learn from and get exposure to experienced investors and influential friends of the university.

Student directors and volunteers lead the BPC who are advised by a board of corporate professionals, as well as university faculty members.

Because of the wonderful support by faculty, sponsors, and founders of the Rollins Center for Entrepreneurship & Technology, we have experienced fast and exciting growth. We would like to thank our numerous sponsors for their help with this undertaking and invite you to take advantage of their support by submitting your ideas and plans to the BPC.

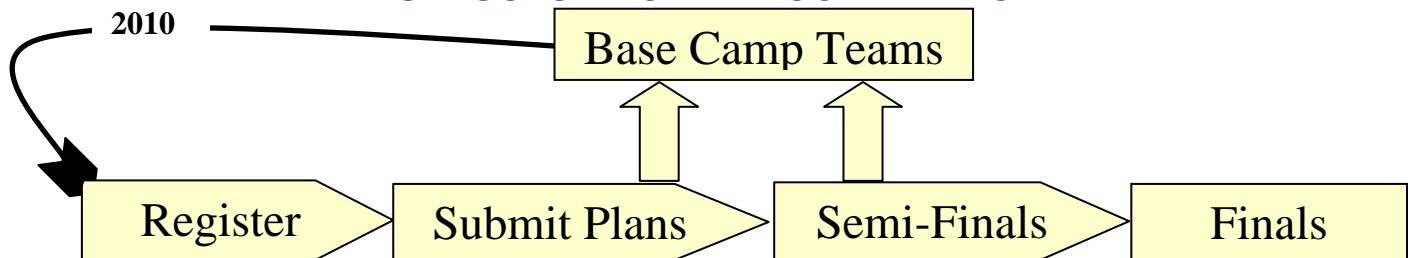
*Last year the BPC awarded approximately \$100,000 in cash and in-kind service prizes to over 15 different teams.*

[\*\*Click here for a calendar of events for the 2009-10 Business Plan Competition\*\*](#)

# THE BUSINESS PLAN COMPETITION

This packet includes everything you need to know to compete in the final event of the Business Plan Competition. All students, regardless of their involvement in warm up events and seminars, are invited to participate in the competition. If you have any questions about eligibility, judging, audience, etc., please contact us at [bpc@byu.edu](mailto:bpc@byu.edu) or visit us at 470 TNRB.

## STRUCTURE OF THE COMPETITION



- **Phase I – Register:** Register to compete in the BYU Business Plan Competition at <http://bpc.byu.edu>.
- **Phase II – Submit Plans:** Submit five (5) copies of the Complete Business Plan, no longer than 20 pages (excluding the cover, table of contents and appendices). Each submitting team must include the Certifications and Agreements Form found in the back of this “Info Packet.” See the Submission Requirements section on page 10 of this packet for more details.

Business plans must be submitted to **470 TNRB before 2:00 p.m. on Tuesday, February 16, 2010**. Semi-Finalists will be notified after February 18, 2010. All semi-finalists will be required to have a mentor and will be assigned 3-5 students who will assist the semi-final team in due diligence review prior to the VC round of judging. If you need assistance in finding a mentor, see the mentoring section.

### Base Camp Teams

Several teams will be designated at this phase as “Base Camp Teams.” These teams will not proceed to the semi-finals but will be assigned mentors to help prepare the team for entering the competition in the following year. Judges will select teams for this designation that have high potential ideas but need further development before competing at the advanced levels of the competition. Only those teams who agree to maintain eligibility will be selected as base-camp teams.

- **Phase III – Semi-Finals:** The Semi-Finalists will present their business plans before the judging panel on Thursday, April 1, 2010. These 10-minute presentations should include PowerPoint slides and detail the major points of the business plan in a persuasive and professional manner.

The top 3 plans will be selected as Finalists and move on to Phase IV. All semi-finalists who do not move on to the finals will be designated as Base Camp Teams if they

desire to compete again the following year and agree to maintain eligibility.

- **Phase IV – Final Event:** The Finalists will present their business plans before the judging panel and the Founders of the Rollins Center for Entrepreneurship & Technology at **2:00 PM on Friday, April 2nd, 2010 in the JSB Auditorium**. All are welcome to attend this event. Following the team presentations, the votes will be tallied and 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place prizes will be awarded.

## PRIZES FOR THE BEST PLANS

Through the support of university and corporate sponsors, the BPC is able to recognize top performers with cash and in-kind services awards.

In-kind services represent professional services donated by sponsors of the competition. Because these services are sometimes provided by local branches of national firms, their value may change if winning teams choose to use them outside the Provo/Salt Lake City area.

In addition to the cash and in-kind service awards the top student team has their company name engraved in the “BPC Silver Cup.” The winning team will join past winners like 1-800-Contacts, Alianza, KAM, Calle Soccer, Klymit, KT Tape, and many others.



2008 BPC Winner, Klymit

## ENTRY ELIGIBILITY GUIDELINES

The organizers of the Business Plan Competition (BPC) have compiled the following set of eligibility rules to ensure compliance to the mission of the competition. All participating teams are expected to satisfy these rules. However, the organizers of the BPC recognize that no set of rules can apply to every circumstance and therefore reserve the right to determine eligibility or to disqualify any team that it determines to be in violation of the mission of the competition.

**Composition of the BYU Student Team** – The BPC is a competition for students of Brigham Young University. To compete in the BPC students may form teams of up to five (5) undergraduate or graduate degree seeking students of Brigham Young University who are part-time (minimum of six (6) credit hours) or full-time students and enrolled during the semester of the competition. Non-students or students from other institutions may be members of the venture's management team but the BYU student team competing / presenting in the BPC must be made up only of students of Brigham Young University. The following clarifying restrictions apply:

- a) **Prior BPC Activity**: BYU student teams who have competed and finished in the top three in a previous year's competition at Brigham Young University may not compete with the same plan in a subsequent year's competition.
- b) **Online Courses**: Students who have enrolled in "online" courses may count only those online hours that relate directly to fulfilling graduation requirements for their degree. Enrollment in courses that are not directly related to the final degree will not be counted toward the minimum enrollment requirements. Students who plan to enter the competition and who are enrolled in online courses prior to the final registration date may submit a petition for admission to the competition to the organizers of the BPC (send petitions to [bpc@byu.edu](mailto:bpc@byu.edu)). The petition should include the following: Degree that you are seeking, your major, your current status (year in school – junior, senior, graduate), the name and number of the online course, and the degree requirement that the course will fulfill and your progress in the course. Students who enroll in an online course only to qualify for the competition will not be given approval to submit a plan. All petition requests must be submitted no later than one week prior to the BPC plan submission date – no exceptions.
- c) **Other BYU Campuses**: Qualifying students from BYU Idaho and BYU Hawaii are encouraged to submit. However, the student team must include BYU Provo students who have been involved in the drafting and creation of the plan. Teams who have recruited BYU Provo students to the team only for

submission purposes are not eligible to enter the competition.

**Ownership of Venture** – BYU student teams submitting a plan must have played a significant role in the creation of the venture and hold a significant stake in the venture. To avoid ventures formed and managed by non-students who have given token equity to students for writing their business plan, submissions should follow the following criteria:

- a) **Venture Creation**: The BYU student team must have played a major role in creating the venture. Someone other than the BYU student team may own the idea for the plan, but the business plan must be the original work of the submitting BYU student team.
- b) **Management Role**: The BYU student team must hold key management roles in the venture. In general, a member of the BYU student team should be CEO, COO, or President of the venture or members of the BYU student team should occupy 50% or more of the management positions that report directly to the CEO, COO, or President.
- c) **Equity Ownership**: The BYU student team must own significant equity in the venture. In general, the BYU student team should have an equity position of 50% or more of the total equity allocated to the management team and key advisors and 20% or more of the total equity of the venture.

Student plans that do not meet these criteria will be suspect and will be required to submit a petition to the organizers of the BPC showing evidence that they were a major contributor to the creation of the venture (send petitions to [bpc@byu.edu](mailto:bpc@byu.edu)).

**Nature and Status of Venture** – The competition is for new, independent ventures in seed, start-up, or early growth stage. The following restrictions apply:

- a) **Booked Revenues**: Existing companies that have booked revenue prior to September 2009 (Fall of school year in which competition is held) are not eligible to enter any competitions in the BPC.
- b) **Professional Investment**: Any existing company or idea that has received angel or venture capital financing before September 2009 (Fall of school year in which competition is held) are ineligible for this competition. Funding from personal sources including "family and friends" is allowed for competition applicants.
- c) **Venture Type Exclusions**: The following ventures are generally excluded from the competition: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations.

**Professional Mentor** – It is suggested that all teams utilize an outside professional as a mentor. Teams selected as semi-finalists of the Business Plan Competition will be required to have a mentor. If the semi-finalist team has not previously secured a mentor, competition organizers will assist the team in securing an advisor. Students can find free mentors online at [GetMentoring.com](http://GetMentoring.com).

## SUBMISSION REQUIREMENTS

The BPC sponsors independent warm-up events intended to help students prepare for the Business Plan Competition. Although students are encouraged to get involved early on, submission to these warm-up events are NOT required to enter the Business Plan Competition.

The following submission requirements refer only to the Business Plan Competition. Submission requirements for warm-up events are published separately on a case by case basis. Please visit our website (<http://bpc.byu.edu/>) for details.

**Registration & Submission Entry** – All student teams must submit five (5) hard copies of the business plan by **2:00 p.m. on Tuesday, February 16, 2010 in 470 TNRB**. If you submit color copies, two (2) color copies and three (3) black and white are acceptable.

Student teams must submit a hard copy of the “Certifications and Agreements Form” (complete agreement) with their final Business Plan submission. Student teams may not compete unless they consent to the complete agreement. A copy of the complete agreement is included in the “BPC Package” and may be downloaded at <http://bpc.byu.edu>.

Students are encouraged to register their teams as soon as possible. Early registration is not a prerequisite to submitting a business plan but allows competition organizers to know about and provide resources to the student teams. For example, student teams that register have free access to Palo Alto business plan software. You may register any time at the BPC website (<http://bpc.byu.edu/>) or during business hours at the Rollins Center for Entrepreneurship & Technology (470 TNRB).

**Business Plan Guidelines** – The BPC can provide student teams with resources such as training, software, and sample plans to enhance the quality of business plans. Although there is not one format for successful plans, we ask our student team business plan submissions meet specific guidelines. Business Plans submitted to the Business Plan Competition must meet the following criteria:

- a) **Cover Page:** Plans must have a cover page listing the company name, contact person for the student team, address, telephone, and e-mail information.
- b) **Maximum Length:** The body of the plans (excluding cover page, table of contents and appendices) must be no more than twenty (20) numbered pages in length (typed and double spaced; one inch margins all around; no more than 12 characters per inch) including all tables, graphs, photos, references, and summary financial information. Detailed spreadsheets and appropriate appendices may follow the text portion of the plan but will be limited to ten (10) pages. In total, the plan must be no longer than thirty (30) pages.

- c) **Executive Summary:** Plans must include an executive summary that concisely describes the content of the business plan. Your opening paragraph should contain a 25 to 50 word description defining and positioning your business. Specific criteria are not specified for the rest of the executive summary, but it should generally not be longer than three (3) pages and is considered to be part of the body of the plan (20 pages).
- d) **Appendices:** Appendices should be included only when they support the body of the plan. Because judges might not read all the material in the appendices, the body of the plan (20 pages) must contain all information pertinent to the plan.
- e) **Financial Data:** Plans must present financial data including cash flow statement, income statement, and balance sheet. The complete proforma financials should be included in the appendices.
- f) **Ownership Data:** Plans must present the equity ownership of the venture (“Cap Tables”). This information may be used both by judges as part of their assessment of the plan and by the organizers of the BPC to verify compliance to eligibility rules.

**Confidentiality** – Participants should be aware that neither administrators of the competition nor judges of the business plans will be required, nor should they be asked, to sign non-disclosure agreements (NDA). Brigham Young University, instead, will ask all who view the business plans to abide by the University’s Honor Code. Participants are encouraged to be selective about what they disclose, to label plans and contents with the words “CONFIDENTIAL AND PROPRIETARY” and to seek legal counsel if they have any further questions regarding the legal protection of their ideas.

Contestants are responsible to protect any information concerning the plan that they share with mentors, team members, and fellow participants of the Brigham Young University Business Plan Competition. The Brigham Young University Business Plan Competition directors take no responsibility for unwanted disclosure in these instances.

Contestants should be careful about disclosing information concerning patentable concepts. Although a patent application can be filed in the U.S. up to one year after the first public disclosure of an invention, many foreign countries do not allow patent applications unless they are implemented before any sort of public disclosure. Competitors concerned about the protection of intellectual property may contact the Brigham Young University Technology Transfer Office or look up answers to technology protection on the Technology Transfer Office website (<http://techtransfer.byu.edu>).

## PRESENTATION GUIDELINES

Presentations are made by invitation only. Presenting teams may contact the Rollins Center for Entrepreneurship & Technology to verify or clarify the following guidelines.

- **Preliminary Round** – There are no oral presentations for the preliminary round of the Business Plan Competition. Judging is based solely on the business plans submitted to the competition. Each plan is read by at least three judges. The judges then select eight semi-finalists.
  - **Semi-Finals** – Semi-Finalists will be notified on or about February 18, 2010 and present sometime between 10:00 AM and 3:00 PM on Thursday, April 1, 2010. Semi-finalists will have ten (10) minutes to make an oral presentation of their business plan. A five (5) or ten (10) minute question and answer session will follow each presentation.
- Teams may use any form of visual aid necessary. A PowerPoint projector will be available. The team will have no more than three (3) minutes to set up. Any additional time will be used against the ten (10) minutes allotted for the presentation. Teams will be required to submit their PowerPoint presentations to 470 TNRB by no later than 10:00 AM on Tuesday, March 30, 2010.
- **Finals** – Finalists will be notified after the semi-final event on April 1, 2010 and present at our final event at 2:00 PM on Friday, April 2, 2010 at the JSB Auditorium. Business plan participants and the general public are invited to attend the final event. In 2009 over 800 spectators attended this event.

Finalists will have ten (10) minutes to present and five (5) minutes to answer questions from the judges. Finalists are strongly encouraged to use a PowerPoint presentation. Other visual aids will require approval from the organizers of the BPC. Finalists will be required to submit their PowerPoint presentations to 470 TNRB by no later than 10:00 AM on Friday, April 2, 2010.

- **Other Categories** – Partners of the BPC sponsor additional presentations for special categories such as Web, Global, and Home-based. See Supporting Competitions at <http://bpc.byu.edu/> for more information about the categories.



*2008 BPC 2<sup>nd</sup> Place Winner, School Tipline*

## JUDGING PROCESS

Each round of the Business Plan Competition is generally judged using the following criteria and weights (details included in the back of this “Info Packet”). These categories were developed by venture capitalists from around the country and indicate what emphasis the investor places on various parts of your summary.

- The purpose of the company (15%)
- The products and services (15%)
- The market and marketing strategy (35%)
- Management team (25%)
- Financial summary (10%)

The marketing strategy and the management are generally the most important elements of your venture.

The composition of the judging panel will be different at each round. Judges may be comprised of BYU faculty, Founders of the Rollins Center for Entrepreneurship & Technology, and professionals with venture capital, private equity, accounting, legal, or business consulting experience.

- **Preliminary round** – The judges from this round primarily come from the ranks of local entrepreneurs and venture capitalists.
- **Semi-Finals** – The judges from this round come from venture capital, private equity, investment, and legal professionals.
- **Final Event** – The final event is judged by Founders of the Rollins Center for Entrepreneurship & Technology, which is made up of successful entrepreneurs and business leaders.
- **Other Categories** – The judging panel and judging criteria for special categories such as Global, Web, and Home-based may differ from those presented here. See Supporting Competitions at <http://bpc.byu.edu/>.

***All semi-finalists will be invited to attend a dinner in their honor on the evening of April 1, 2010. Judges, business professionals, and university donors will be in attendance.***

***The event provides an excellent opportunity for teams to network and pitch their business plans to influential individuals.***

# HOW TO MAKE YOUR BUSINESS PLAN A SUCCESS

## WHAT JUDGES ARE LOOKING FOR

The judges will choose as the winning plan, a business that understands its market, provides detailed evidence of potential success, and has an experienced, motivated, and dedicated management team. A submitting team need not fill all of the key positions in the proposed plan. For example, you may indicate the need to recruit a key manager following capital acquisition. Other deficiencies may be met through the use of an advisory board. The following are a few helpful suggestions:

- Compete on technology and quality, not price.
- Write clearly and succinctly. Catch the judge's attention quickly and prove that you are capable of superb communication.
- Present realistic financial projections. Do not write your plan in the "best case scenario." Our judges are realists. Avoid mistakes like leaving out taxes on your financial statements.
- Know your market, what types of individuals comprise it, what can you predict about potential changes.
- Prove your company's ability to sustain a competitive advantage (barriers to entry, proprietary technology or information, etc.)
- Build a strong team with both technical and business skills.
- Gather advice from everyone around you, family, neighbors, friends, professors, employers, etc.
- Attend the educational Workshops. The top teams last year attended and greatly benefited from the educational Workshops.

## FINANCIALS TO INCLUDE

The function of the finance section in your business plan is to indicate the percentages of particular costs as well as gains. It should indicate how much money is going where and for how long. It should include any planned investments, savings, and necessary expenditures. It should address a simple projection of sales and revenues. It, like the business plan, should be concise and easy to follow. Charts and graphs are an exceptional manner of presentation. It should support and defend all information presented in the Business Plan.



2006 BPC Winner, KAM Accelerometer,



2007 BPC Winner, Calle

## CONTENT TO INCLUDE

The business plan should be easily readable, concise, and interesting. It should address specific strategies, goals, prospective markets and investors and the actions needed to accomplish or obtain them. It is to the point and contains no unnecessary information. It is a detailed expansion of the Executive Summary. It should include market research and growth projections for the next five years.

The necessary function of a business plan is to achieve the following:

- Present the organizational structure of the business, including procedure for necessary restructuring due to growth, merger etc.
- Present the resources needed to accomplish day-to-day business.
- Explain the market for the goods or services presented. This must include a detailed result of a profound market research. The market research may include market size, anticipated growth, key changes, driving forces of the market, detailed research on the competition, unique capabilities of your company, market penetration, etc.
- If applicable, present the findings of thorough patent research.
- Determine and prepare for the risks and benefits of the operating business.
- Include detailed information about key individuals in your organization and the ability your team has of working well together.
- Present a positive reason for investors to take interest.

*If you do not have an idea, there is a team that could use your skills. If you have an idea but lack skilled individuals to help you, we'll help you find them.*

## RESOURCES FOR STUDENT TEAMS

### TEAMBUILDING RESOURCES

An effective and well-rounded team is essential for success in the Business Plan Competition. A good team includes members that possess knowledge of the specific sections of a business plan and have the ability to implement that knowledge in the creation of a business. A good team has a strong combination of technology, marketing, finance, and business skills.

As you get involved in BPC events you will find that you lack individuals for your team. The BPC provides online resources and workshops to help you build a successful team.

BPC Team Building Website – Online at <http://byubpc.com/teams> you will find a job posting option where you may post team positions you are looking for or skills you might have to contribute to a team in need of talent. You may also browse through current postings to find ideas in need of talent or talent in need of a team.

BPC Entrepreneurs Anonymous and Workshops – These events are structured to encourage mingling. These events provide excellent opportunities to meet other individuals

interested in participating in the competition. Do not assume that everyone there already has an idea or is part of a team. Use these events to find talent and to build your team. Look back to the beginning of this packet for a list of dates.

### FREE PALO ALTO SOFTWARE

Student teams that register will receive a free copy of Business Plan Pro Premier from Palo Alto Software. This is an excellent resource that will prove invaluable to helping you organize your plan.

### FREE PROFESSIONAL MENTORS

The BYU Business Plan Competition provides individuals who have experience writing business plans and building successful companies to serve as mentors to teams competing in the Business Plan Competition. They are skilled in many different fields and can provide a fresh perspective on your plan. It is important that you take advantage of this resource.

You can find free mentors online at [GetMentoring.com](http://GetMentoring.com).

*“I have had to find people who believed in my business idea and who would be willing to help me get it off the ground. The business plan competitions have been key to my success.” –**Kelly Anderson, Start-Up Princess***

*“For the judges and business plan professionals to say our idea has merit, adds to our credibility and helps to jump-start our business.” –**Stas Getmanenko, KAM***

*“The life experiences gained by participating in the business plan competition will far out weigh the written business plan. Professional skills developed by participating in the BPC will set a student apart and give them a competitive edge when entering the business world.” –**Blake Modersitzki, Venture Capitalist***

# COMPETITION FORMS

## JUDGING CRITERIA

### THE COMPANY (15% WEIGHT)

- Business purpose. Explain what business you are in and why (i.e., what market opportunity you are going to exploit).
- Give a brief summary of your company's history and current status, including whether the company is publicly or privately held, or a start-up.
- State your company's overall strategy and objectives i.e., to go public in seven years, to command 10% market share after ten years, to reach \$50 million in sales after five years, etc.
- If you are currently in business, describe your revenue growth and closeness to profitability.

### THE PRODUCTS OR SERVICES (15% WEIGHT)

- Describe important features and user benefits - relate features of the products and services to market needs and to the competition.
- Discuss pricing and margins for both your products and your competitors' products.
- Explain proprietary position - trademarks, patents, trade secrets, special production skills, proprietary processes, etc.
- Describe specific products and projects planned, their status, when due out, expected product life, and potential revenues.
- Articulate any regulatory or environmental issues, if any.

### THE MARKET AND MARKETING STRATEGY (35% WEIGHT)

- Describe in detail what needs in the market you intend to satisfy (i.e., what situations in the market you intend to exploit). Who buys your products and why?
- Descriptions of the market - size, anticipated growth, key changes. What issues, if any, are driving or forcing the market to need your product/service.
- Competition - who they are, how much of the market they have, and their strategic position.
- Unique capabilities - what makes you different; what gives you a special advantage.
- Market penetration - how are you going to reach the market, (i.e., your market strategy - channels of distribution, promotion, pricing, etc. and the cost of the marketing program).
- Discuss the issues or circumstances that "drive" or create the market, (i.e., what compels people to buy).

### MANAGEMENT (25% WEIGHT)

- Very brief backgrounds of key individuals - why they can do this job, specific value they add to the company, their past successes and achievements.
- History of working together as a team.
- Identification of immediate personnel needs and anticipated initial organizational structure.

### FINANCIAL SUMMARY (10% WEIGHT)

- Funds required - how much you want to raise, both initially and subsequently.
- History of past investments, if any; offering(s), type of security, price, other terms, if appropriate.
- Best estimate as to how and when the investor will get his money back: indicate an exit strategy (i.e., mergers, acquisitions, or initial public offerings). Describe, if possible, similar businesses and what their returns to investors were.
- Describe funding needs at each stage of development along with each stage's bench marks or milestones to be accomplished.
- Simple projection of sales, revenues, income and expenses over a 3-5 year period ARE REQUIRED. State and briefly justify your financial assumptions.
- If you are an existing business, include a past financial history.
- Identify your liquidity strategy.

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# Business Plan Competition

Brigham Young University

## Business Plan Competition 2010

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### *Entry Eligibility Disclosure*

Please place a checkmark next to each statement that you qualify for, then sign and date the document.

- All Business Plan Competition participants from my team hold significant management positions within the company and are degree-seeking BYU students
- Each team member has a minimum of at least six(6) credit hours, and is enrolled in Winter semester 2010
- If I finished in the top three in a previous year's BPC competition, I am not competing with the same business plan
- My business plan is original work, done by my BYU student team.
- My BPC team played a major role in creating the venture
- Members of my BYU student team occupy 20% or more of the total equity in the venture and occupy 50% or more of the total equity allocated to the management team
- My company has not booked revenue prior to September 1, 2009.
- My company has not received angel or venture capital financing before September 1, 2009.
- My company is not any of the following:
  - A Buyout
  - An Expansion of existing company
  - A Real Estate Syndication
  - A Tax Shelter
  - A Franchise
  - A Licensing agreement for distribution in a different geographical area
  - A spin-out from an existing corporation

Print Name: \_\_\_\_\_

Company: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

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# CERTIFICATIONS AND AGREEMENTS

By submitting a Business Plan ("the Plan") to the BYU Business Plan Competition ("the Competition"), each Contestant listed below agrees to the following conditions:

**ORIGINALITY OF PLAN**—The ideas and concepts set forth in the Plan are the original work of the Contestants and that no Contestant is under any agreement or restrictions which prohibit or restrict his or her ability to disclose or submit such ideas or concepts to the Competition.

**COMPLIANCE WITH THE ELIGIBILITY GUIDELINES OF THE COMPETITION**—Each Contestant has reviewed the Entry Eligibility Guidelines ("the Guidelines") and by his or her signature below certifies that this entry and the team or individual it represents complies with the Guidelines and agrees to abide by the Guidelines. Each Contestant also certifies that the venture had no revenues and raised no outside equity capital and/or did not undertake any other formal startup activities prior to the current academic year.

**WAIVERS AND RELEASES**—Each Contestant understands that BYU, each of the co-sponsors, judges, mentors, co-organizers (the "Competition Officials") and its directors, officers, partners, employees, consultants and agents (collectively "Organizer Representatives") are volunteers and are under no obligation to render any advice or service to any Contestant. The views expressed by the judges, co-sponsors, co-organizers, and the Organizer Representatives are their own and not those of BYU or any other person or entity.

Each Contestant also understands and agrees that although the Competition Officials have taken and will take the steps described in the Guidelines regarding confidentiality of the ideas and plans submitted by the Contestants, the legal protection of the ideas and plans submitted by the Contestants to the Competition is otherwise the sole responsibility of the Contestant. In consideration of the time, expertise and other resources provided by the Competition Officials and Organizer Representatives to the Competition, each Contestant hereby voluntarily releases each Competition Official and each Organizer Representative from any further liabilities, responsibilities, and accountabilities relating to or arising out of such Competition Officials or Organizer Representative's participation in the Competition.

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## PLEASE COMPLETE THE FOLLOWING SECTION AND SUBMIT THIS FORM WITH YOUR BUSINESS PLAN

**TEAM NAME:** \_\_\_\_\_

**CONTESTANTS (TEAM MEMBERS):** *List all team members, principal contestant first.*

NAME	EMAIL	BYU ID#	SIGNATURE	DATE
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