Thank you for your interest in the XU 3rd Annual Business Plan Competition. This competition is a major activity of the Entrepreneurship Institute of the Division of Business.

The Entrepreneurship Institute’s (“EI”) mission is to create a center of excellence in entrepreneurship within Xavier University. The entrepreneurial spirit is the key driver of sustainable business growth, and the true ethos of entrepreneurship is in full alignment with the Xavier mission, to empower all people to contribute to our society in positive, humane and lasting ways.

The EI Core Aims are to:

• Provide a key educational resource in teaching and mentoring students in entrepreneurial theory;
• Develop entrepreneurial programs which empower students to actively learn the core transferable skills of entrepreneurship and make real business contributions;
• Act as an entrepreneurial “hub” for the entire Xavier community providing key network connections, advice and entrepreneurship coaching; and
• Become a nationally-recognized center of excellence in research, teaching and entrepreneurship initiatives.

The purpose of the Business Plan Competition is to provide opportunities, incentives, and resources for students of Xavier University to organize and direct the creation of successful business plans and to present those plans to business and investment professionals. The benefits of competing include:

• The opportunity to win cash prizes;
• Exposure to business and investment professionals; and
• For the winners, the opportunity to compete in other business plan competitions with additional prizes and exposure.

This is the third year that the Entrepreneurship Institute has sponsored a Business Plan Competition. We would like to encourage you to take advantage of this opportunity to develop your dreams and business concept and competing in the Business Plan Competition!

ENTRY ELIGIBILITY GUIDELINES

The following set of eligibility rules to ensure compliance to the mission of the competition has been prepared. All participating teams are expected to comply with these rules. However, the faculty recognizes 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 or spirit of the competition.
Composition of the Student Team – The Business Plan Competition is a competition for students of Xavier University of Louisiana. To compete in the Business Plan Competition students may form teams of up to five (5) degree seeking students of Xavier University who are students in good standing and enrolled during the semester of the competition (i.e. Spring 2011). Individuals who are not Xavier students, including students from other institutions, may not be members of the teams. The following clarifying restrictions apply:

Nature and Status of Business – The competition is for new, independent ventures in seed, start-up, or early growth stage.

No business plan may be submitted for existing companies that have earned revenue prior to 2008. In addition, the following companies are excluded from competition: real estate syndications, tax shelters, franchises, and businesses that generate a majority of their sales from the sale of liquor or gambling activities. For purposes of this competition, seed ventures are defined as not yet generating sales, start-up ventures are defined as having generated sales for less than one year, early growth stage ventures are defined as having generated sales for between one year and three years.

DEADLINE SUBMISSION REQUIREMENTS

February 20, 2011 - Application Submittal – Student Teams must submit an application by 11:59pm CT (23:59CT) on Sunday, February 20, 2011. The entire business plan must be submitted via the following website: http://xula2011.istart.org

Each submitting team must agree to the Certifications and Agreements statement found at the end of this document. ALL APPLICANTS INDICATE THEIR AGREEMENT WITH THE CERTIFICATIONS AND AGREEMENT STATEMENT BY SUBMITTING THEIR BUSINESS PLAN AS AN ENTRY TO THE COMPETITION.

There are no oral presentations for the initial round of the Business Plan Competition. Judging is based solely on the business plans submitted to the competition. Each plan will be read by at least three judges. The judges will then select three finalists. The three finalists will be notified after March 7, 2011.

Business Plan Presentation – Only the finalists will be invited to participate in the business plan presentations before a judging panel. The 15 minute presentations should include PowerPoint slides and detail the major points of the business plans in a persuasive and professional manner. Teams will be informed as to the date of the required presentations.
BUSINESS PLAN GUIDELINES

A detailed format is provided at the business plan website (http://xula2011.istart.org)

Although there is not one format for a successful plan, we ask our student teams to meet specific guidelines. Business Plans submitted to the Business Plan Competition must meet the following criteria:

A. Executive Summary. Provide and Executive Summary that should be no longer than 1 page. Your response should include:
   • A brief history of the business; the mission and vision of the business;
   • Describe the products and/or services you will sell;
   • The goals and objectives of the business;
   • The keys to success of the business; and
   • A summary of the start costs.

B. Products and Services. Describe the products and services of your business. With respect to the product(s) and/or service(s), your response should address:
   • The purpose;
   • Features and benefits;
   • Stage of development;
   • Pertinent intellectual property protections (patents, trademarks, copyrights, licenses, etc.)
   • Delivery mechanisms; and
   • Future product(s) and/or service(s).

C. Marketing Plan. State your marketing plan. Your response should address the following:
   • An analysis of the market;
   • Identification of your target market;
   • Discussion of market trends;
   • Analysis of the competition;
   • SWOT analysis;
   • Marketing strategy;
   • Evaluation of the marketing strategy.

D. Management Plan. Describe the management plan, and address the following topics:
   • How is the company legally organized;
   • Identify the owners of the company, their percentage of ownership of the company;
   • Identify the management team of the company and describe their competencies and expertise;
   • Identify the Board of Directors or Advisors, as applicable, and describe their backgrounds, competencies and expertise;
   • Identify consultants and external service providers (e.g. attorneys, accountants, marketing, IT, etc.);
   • Describe compensation structures and any incentives; and
   • How might the management change as the company grows.
E. **Financial Plan.** The financial plan should be presented as an uploaded attachment in pdf format. The financial plan should include:

- Start-up costs;
- Sources and uses of funds;
- Pro formas including Income Statements, Balance Sheets, and Cash Flow for a period of not less than three years or more than five years; and
- A break-even analysis.
- Assumptions regarding revenue, costs and disbursements should be stated and tie into the financial plan.
- All of these materials must be uploaded.

F. **Appendices.** Appendices should be included only if they support the body of the plan. Resume’s of management and key persons, pertinent licenses, agreements, organizational charts, and job descriptions are appropriate. These materials must be uploaded. Appendices are limited to maximum of twenty-five pages, total.

G. **Identification of Team Members.** Please identify each team member and provide the following information on each member:

1. Name;
2. E-mail address;
3. XU ID Number;
4. Phone Number; and
5. Address

Note that this competition is for students of Xavier University of Louisiana. To compete in the Business Plan Competition students may form teams of up to five (5) degree seeking students of Xavier University who are students in good standing and enrolled during the semester of the competition (i.e. Spring 2011). Individuals who are not Xavier students, including students from other institutions, may not be members of the teams.

**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). The Division of Business of Xavier 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 Business Plan Competition. The faculty of the Xavier University Division of Business takes no responsibility for unwanted disclosure in these instances.
**JUDGING CRITERIA**

- The Executive Summary (10% weight)
- Products and Services (20% weight)
- Marketing Plan (20% weight)
- Management Plan (20% weight)
- Financial Plan (20% weight)
- Appendices (5% weight)
- Identification of Team members (5% weight)

Questions regarding these rules and guidelines may be submitted only in writing until 11:59 pm CT (23:59CT) on Sunday, January 16, 2011 to mquinn@xula.edu. Responses to all questions will be made available to all applicants afterwards.

**PRIZES**

- 1<sup>st</sup> Place: $2,000
- 2<sup>nd</sup> Place: $1,000
- 3<sup>rd</sup> Place: $500

**KEY DATES**

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<th>Event</th>
<th>Date &amp; Time</th>
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<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; Business Plan Competition Informational Session (UC 201)</td>
<td>10/29/2010 at 2:30pm</td>
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<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Business Plan Competition Informational Session (UC 205C)</td>
<td>11/15/2010 at 5:00pm</td>
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<td>Due Date for Submission of all Questions about the Competition (submit to <a href="mailto:mquinn@xula.edu">mquinn@xula.edu</a>)</td>
<td>1/16/2010 at 11:59pm CT (23:59CT)</td>
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<tr>
<td>Workshop on how to create financial projections (Xavier South Suite 345)</td>
<td>1/24/2011 at 5:00pm</td>
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<tr>
<td>Due Date for All Business Plan Entries</td>
<td>2/20/2011 @ 11:59pm CT (23:59CT)</td>
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<td>Announcement of Finalists</td>
<td>3/7/2011</td>
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<td>Finalists presentations to judges</td>
<td>Week of 3/21/2011 (exact time and place to be announced)</td>
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<td>Announcement of Winners</td>
<td>To Be Announced.</td>
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CERTIFICATION AND AGREEMENT
ENTREPRENEURSHIP INSTITUTE
DIVISION OF BUSINESS
XAVIER UNIVERSITY OF LOUISIANA

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

1. Originality of Plan—The ideas and concepts set forth in the Plan are the original work of the Student Teams and that no team 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.

2. Compliance with the Eligibility Guidelines of the Competition—Each Team member has reviewed the Entry Eligibility Guidelines ("the Guidelines") and by submitting their plan to the Competition, certifies that this entry and the team or individual it represents complies with the Guidelines and agrees to abide by the Guidelines.

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

Each Team Member 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 Teams to the Competition is otherwise the sole responsibility of the team members. In consideration of the time, expertise and other resources provided by the competition officials and Organizer Representatives to the Competition, each Team Member 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.