Business Plans Due by May 31, 2015

Business plans are limited to 20 pages (either prose or Microsoft Powerpoint styled including a financial summary) in addition to a required 1-2 page executive summary. Email submissions, in pdf format or other condensed format, are preferred and should be sent to rwarde@bryant.edu by midnight on Sunday, May 31. Please include New Venture Competition in your subject line. All submissions will be acknowledged.

The business plan should clearly articulate:

- the proposed product or service and the market need it is designed to address;
- the management team with backgrounds, skills and expertise; as well as the team’s current level of effort/commitment to this new venture;
- a description of the target customer and market, as well as the competitive landscape and how that customer will be reached;
- the size of the potential market opportunity, including growth prospects;
- any technology on which the underlying product or service is based; and, if based on a technology, the status of development and a clear picture of the intellectual property landscape with the protections/defensibility the team believes it will have;
- the competitive advantage and defensibility of the business; and
- the financial potential of the business, including: projected income statements, balance sheets and cash flow statements for at least 3 years—preferably on a quarterly basis—in order to present a clear picture of the capital needs of the business, the anticipated timing of these capital requirements, a notion of when the business will achieve cash break-even. In addition, the financial plan in conjunction with the narrative should provide a picture of what will be achieved with each tranche of capital, in terms of risks reduced and business objectives achieved.

Criteria: Teams/plans will be judged on the likelihood of creating a successful, significant new venture. Please see the judging score sheet for further criteria that will be reviewed and judged.

Prizes: Final awards and amounts totaling $50,000 in cash and in-kind services will be determined by the judges and awarded to the top alumni and student plans. In addition, a number of potential investors will be among the judges and in the audience for the final presentations.

QUESTIONS AND ADDITIONAL INFORMATION:

Additional information, including answers to frequently asked questions will be posted on the web site as well as the Bryant Venture Forum subgroup on Linked In. Specific questions may be forwarded to Robin Warde, Director of Alumni Engagement, at rwarde@bryant.edu. Please include New Venture Competition in your subject line.