

# Women's Business Center



## Women's Business Plan Competition

# 2010

Most of the rules and requirement contained herein are extracted from those of the Moot Corp Competition of the McCombs School of Business of the University of Texas at Austin. When appropriate, those rules and requirements have been modified to be compatible with the mission statement of the Women's Business Center (WBC) mission pertaining to the needs of entrepreneurial women in the Rio Grande Valley.

\*SCI/WBC reserves the right to make changes to these guidelines without further notice.

## OFFICIAL RULES AND SUBMISSION REQUIREMENTS

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## RIO GRANDE VALLEY WOMEN BUSINESS PLAN COMPETITION

### The Spirit of the Competition

The Women's Business Plan Competition is an annual event organized by the Women's Business Center (WBC), a program of Southwest Community Investment Corporation (SCI). This competition seeks to encourage entrepreneurial women to develop and grow new business ventures. The Women's Business Plan Competition will provide the "best" of these ventures with seed funding and business support services in the areas of accounting, legal and marketing.

### Venture and Team Eligibility Rules

**Participants.** The competition is for all Rio Grande Valley Women who desires to start a new venture and the opportunity to receive "seed" monies and initial business support services.

**Nature of Ventures.** The competition is for new, independent ventures in the seed, start-up, or early growth stages. Generally excluded are the following: 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. All ventures must be seeking outside equity capital in addition to the competition awards and may compete only once in the Business Plan Competition.

### Business Plan Competition Submission Requirements Confidentiality and Intellectual Property Guidelines

- The author(s) of the business plan will retain all rights to the plan regarding its use at all times prior to and following the competition except as stated below. All business plan competition judges, staff, or the audience will agree to or sign non-disclosure / confidentiality agreements for each participant.
- All public sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these public sessions may be broadcast to interested persons through media which may include radio, television, and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged, or presented in these sessions.
- The Women's Business Center may make photocopies, photographs, videotapes, and/or audiotapes of the presentations including the business plan and other documents, charts, or material prepared for use in presentation at the Business Plan Competition. Participants retain all proprietary rights. The WBC may use the materials in any promotional or other printed materials and any videotape to highlight future Business Plan Competitions.

## Business Plan Process

### Phase I – Intent to Compete

- All participants must fill out an *Intent to Compete Entry Form* sent via email to: [office@wbc-rgv.org](mailto:office@wbc-rgv.org) no later than February 1st, 2010.
- This form should be a brief description of the nature and purpose of the business. Please see Appendix A format below. (See Appendix A)
- Should not exceed 500 words.
- This form will be used to identify qualifying competitors.

### Phase II – Formats

- Once the proposed business has been qualified, the formats below must be followed in order to continue to Phase II of the competition process. *The format guidelines will be strictly enforced (See Appendix B).*
- Plans must be limited to 20 pages (typed and double-spaced, #12 font, and 1 inch margins) of text, including the executive summary and summary financial data. Detailed spreadsheets and appropriate appendices may follow the text portion of the plan but will be limited to 10 pages maximum. In total, the plan should be no longer than 30 pages.
- Financial data should include a cash flow statement, income statement, and balance sheet.
- Appendices should be included only when they support the findings, statements, and observations in the plan. Because of the number of contestants, the committee may not be able to read all the material in the appendices. Therefore, the text portion of the plan (20 pages) must contain all pertinent information in a clear and concise manner.
- Three (3) copies of the final plan are due at the Women's Business Center on or before *March 2<sup>nd</sup> not later than 5pm.* Those not meeting this deadline may be disqualified. For ease in handling, all copies of business plans should be professionally bound. Three-ring binders are not acceptable. Once copy of the plan will be returned to the contestants with the judge's comments included. One copy will be retained by the Women's Business Center (WBC).

### Phase III – Written Plan Evaluation Criteria

- The Judges will use the *Business Plan Evaluation Form - Written Plan* to assess the written portion of the business plan competition. This section is worth a total of 60 points (See Appendix C).
- It consists of six parts: Part I – Description/Introduction of the Business; Part II – Products / Services; Part III – Operations Plan; Part IV – Market Analysis; Part V – Sales Plan; Part VI – Management Plan and Part VII – Financial Analysis
- This quantitative assessment is meant to complement, not replace, the qualitative evaluation of the committee in their determination of winners.
- Plans should be sent to Jose Leal, c/o Women's Business Center, 2852 W. Trenton Rd, Edinburg, TX 78539. He can be reached at [jleal@wbc-rgv.org](mailto:jleal@wbc-rgv.org) or [cmann@wbc-rgv.org](mailto:cmann@wbc-rgv.org) and at (956) 618.2828

## Phase IV - Presentation Guidelines & Evaluation Form

- The Judges will use the Business Plan – Oral Presentation Evaluation Form to assess the oral presentation portion of the business plan competition (See Appendix D). This section is worth a total of 40 points.
- Each contestant will be given 20 minutes to present its business plan followed by a 20-minute question and answer session between the presenting team and the committee.  
**THESE TIME LIMITS WILL BE STRICTLY ENFORCED.**
- Contestants may not observe other contestants' question and answer sessions.
- Equipment needs: Each presentation room will be set up with a laptop, LCD projector and screen.

## Awards

- The Business Plan which scores the highest score will be determined the winner.
- The winning team must start their business in the Rio Grande Valley.
- The winning individual must use the funds/services within one year from the date of winning the event.
- Cash and in-kind awards will be used for start-up expenses.

For more information on the Women's Business Center 2010  
Women's Business Plan Competition  
Please contact:

Maria Mann - [cmann@wbc-rgv.org](mailto:cmann@wbc-rgv.org)

Jose Leal – [jleal@wbc-rgv.org](mailto:jleal@wbc-rgv.org)

Women's Business Center / (956) 618-2828

**Intent to Compete Entry Form**

Name of Team/ Business: \_\_\_\_\_

Please include a brief description of the nature and purpose of the business in 500 words or less:

**Primary Contact**

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

Address: \_\_\_\_\_

\_\_\_\_\_

E-mail: \_\_\_\_\_

Phone Number: \_\_\_\_\_

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**Elements of a Business Plan**

1. Cover sheet
2. Statement of purpose
3. Table of contents

**I. The Business**

- A. Description of business
- B. Product/Services
- C. Operations Plan
- D. Marketing Analysis
- E. Sales Plan
- F. Management Plan
- G. Financial Analysis

**II. Financial Data**

- A. Balance sheet
- B. Breakeven analysis
- C. Pro-forma income projections (profit & loss statements)
- D. Three-year summary
- E. Detail by month, first year
- F. Detail by quarters, second and third years
- G. Assumptions upon which projections were based
- H. Pro-forma cash flow

For more information go to:

<http://www.sba.gov/smallbusinessplanner/plan/writeabusinessplan/index.html>



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## Business Plan Evaluation Form Oral Presentation (Finals Event)

Committee Member's Name: \_\_\_\_\_

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

Please evaluate the oral presentation of the business plan based on the following criteria:

<b>Presentation (40 points – 10 points per section)</b>	<b>Poor (1-2)</b>	<b>Fair (3-4)</b>	<b>Adequate (5-6)</b>	<b>Good (7-8)</b>	<b>Excellent (9-10)</b>
1. Materials presented in clear, concise and logical manner.					
2. Presenter(s) conveyed confidence, enthusiasm, professionalism, and stayed within the time frame.					
3. Presenter(s) were responsive to judges questions and answered them adequately.					
4. Visual aids were attractive, relevant, and professional.					

**COMMENTS/QUESTIONS:**

**Total  
Points:**