

# AccelerateOSU Business Plan Competition Guidelines

## I. General Competition Information

The AccelerateOSU Competition is the premier business plan competition hosted by Oklahoma State University Riata School for Entrepreneurship and the Institute of New Venture Creation. The competition is open to all Oklahoma State University Students of any discipline. The goal of the competition is to promote entrepreneurship and small business development by focusing on student created, managed, and owned ventures. Students are provided with expert feedback and the opportunity to win cash prizes to help fund their ventures. To enter the competition, students must complete the following materials by the following deadlines.

### Important Dates

<b>December 1, 2017</b>	Intent to Compete Form Due
<b>January 1, 2018</b>	Business Plans Due
<b>January 17, 2018</b>	Top 12 Finalists Announced
<b>February 16, 2018</b>	AccelerateOSU Competition

The AccelerateOSU Business Plan Competition is a single round, student competition where individuals or student teams will present their new ventures in a traditional slideshow format to a panel of judges. Students will enter their business into one of two competition tracks: Main street Lifestyle or Big City High Tech. High tech businesses should have an IP or technology component and Main street lifestyle businesses should include products or services available to larger market scope. Grand Prizes will be awarded to the top three student ventures. The crowd will also be choosing a fourth team to receive the Crowd Favorite Award.

### \$45,000 in Total Prize Money

<b>1<sup>st</sup> Place</b>	\$8,000
<b>2<sup>nd</sup> Place</b>	\$6,000
<b>3<sup>rd</sup> Place</b>	\$2,000
<b>Crowd Favorite</b>	\$1,000
<b>All 12 Finalists</b>	\$1,000

This competition is open to current Oklahoma State University students or teams. In addition, they must meet the following criteria to qualify for the business plan competition.

- Competition teams must have 1 student member, and may have up to 4 additional student members as a part of the competition team. Teams may be comprised of undergraduate, graduate, or post-graduate students. No student may be a member of more than one team.
- Submissions should be for ventures that are early stage, for profit, and could be seeking investment capital. This does not typically include buyouts, entity expansions, real estate ventures, funds, franchise purchases, and non-profits.



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- Students must have fundamental, equity holding positions within the company, meaning they must have a combined ownership of at least 25% of founder's equity.
- Confirmed finalist teams must be complete and present during the entire competition and at the time of prize presentations to be eligible for prizes. Exceptions may be made on a case by case basis for teams with extenuating circumstances.

### II. Business Plan Competition Format

**Competition Format:** The business plan competition will take place in two stages: (1) the online stage, and (2) the live presentation stage. For both stages, all documents and presentations must be in English.

1. **Online Stage:** All teams entering will submit an intent to compete form by March 3<sup>rd</sup>, 2017. From there, teams will receive an email of a competition summary and an invitation to meet with a clinical entrepreneurship professor prior to the business plan submission deadline. The team will submit their full ten-page business plans no later than January 1, 2018. A round of judging will take place, and the top 12 companies will advance to the final round.
2. **Live Presentation Stage:** All 12 finalist teams will take part in the single-round, live presentation final round. Presentations will be 10 minutes long with a 10 minute Q&A time with the judges. Judges scores will determine the top three prize winning teams, and the crowd will choose a favorite out of the remaining five teams.

### III. Semi-Final Round: Online Stage

#### Intent to Compete (Online Stage)

- The student team leader should fill out the intent to compete form by March 3<sup>rd</sup>, 2017. Form can be found here: <https://goo.gl/bElaWd>
- Students who do not fill out an intent to compete will not have their business plans judged for entry into the final round of competition. All deadlines are final out of respect for the other teams and the judges.

#### Business Plan Submission (Online Stage)

- All submitted work must be the original work of team members or appropriately licensed work of others. Any submission that does not meet these requirements will be eliminated from the competition.
- Plans that exceed the following format limitations or violate these stipulations will be eliminated from the competition.
- All deadlines are final out of respect for the teams and judges. No submissions will be accepted after this deadline.



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- All business plans must be submitted in **.pdf format** and *must* follow the outline and format requirements described on the following page.

### Business Plan Format

- Business Plans must be no longer than 10 pages
- Up to 5 pages of appendices may be included after the 10 business plan pages
- Title/Cover page, and table of contents do not count toward 10 page limit
- Must delineate clearly between end of business plan pages and beginning of appendix pages (if applicable)
- Documents should include page numbers
- At least a 10 point font
- At least .75" margins on all four sides
- Must be submitted in PDF format and emailed to [startup@okstate.edu](mailto:startup@okstate.edu)

### Business Plan Outline

- Title/Cover Page (Does not count toward 10 business plan pages)
- Table of Contents (Does not count toward 10 business plan pages)
- Executive Summary\* (One Page)
- Business Mission and Vision
- Business Description
- Market Analysis
- Description of Products & Services
- Organization & Management
- Marketing & Sales Strategy
- Financials\*\*
- Appendices (Up to 5 pages of appendices)

*\*Executive summary should be one page long and must contain a brief summary of all segments in the business plan outline.*

*\*\*Must have at least a detailed 5-year projected income statement*

### Business Plan Scoring Criteria

- |   |     |
|---|-----|
| • Quality of the Idea                         | 20% |
| • Viability and Scalability of Model/Strategy | 20% |
| • Market Attractiveness and Exit Potential    | 20% |
| • Quality of Written Work                     | 10% |
| • Financial Projections                       | 10% |
| • Investor Interest Level                     | 20% |



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*Please note: All submission deadlines are final. Late applications cannot be accepted and deadline extensions cannot be granted for any reason. The accelerateOSU staff encourages each team to submit their business plan early so that any technical difficulties can be resolved before the deadline hits.*

## IV. Final Round: Live Presentation Stage

### Presentation Information

- Eight finalist students or teams will be selected from submitted written plans and will present to a panel of judges.
- Teams will have 10 minutes to present their business concept followed by 10 minutes of Q&A from the panel of judges.
- All presentations must be the original work of the presenting team members.
- Presentations should be done in PowerPoint or other PC-compatible format.
- No more than 2 minutes of video content should be included as a part of the live pitch presentation.
- All team members must contribute (have a speaking part) during the live presentation

### Presentation Judging Criteria

- Situation Analysis
- Market Opportunity
- Business Model
- Competition
- Go To Market Strategy
- Management Team
- Financials
- Investment Potential
- Effectiveness of Q&A Answers
- Overall Presentation Effectiveness

## V. Judging Procedure

Judges feedback comments will be made available to the student teams following each round of the competition. This feedback is to provide an educational opportunity for the team and is not utilized in the competition ranking process although it may influence the judge's ranking decisions.

### Business Plan Judging Criteria



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Each judge will provide a numeric score for each of the criteria sections above for each business plan submission that they review. After scoring, each judge's raw scores will be used to rank each business plan in comparison to all of the plans that judge reviewed. For that judge, the company with the highest raw score will receive the rank of 1, then proceed numerically through all of the other business plans reviewed. The individual team with the lowest cumulative ranking score across all of the judges that reviewed that business plan will be considered first, the next lowest cumulative rank will be second, proceeding to the 6th place team. Ties between teams with the same cumulative scores will be decided based on the most #1 or progressive rankings until the tie is decided. Further ties will be broken based on raw scores.

### Presentation Judging Criteria

For each presentation, judges will fill out a scorecard and investment allocation sheet for each presenting team. The scorecard consists of the 10 Presentation Judging Criteria listed above with a 1-7 scale for each criterion. The best score possible will be 70. Each judge will also fill out an investment allocation sheet, where they have \$100,000 to allocate among the presenting teams, as if they were making real investments\*\*. The scorecard will count for 90% of the final score, and the investment allocation will count for 10% of the final score.

## VI. Additional Information

### Confidentiality and Intellectual Property

All submitted information is deemed the property of the participating teams and any licensors that it has. All of our judges and staff are working professionals and investors who routinely evaluate business plans and protect the property of others in the process. However, they do not sign any non-disclosure agreements to participate in this competition. Teams are strongly encouraged NOT to provide any specifics or details that are considered to be intellectual property or the key to intellectual property. There will be no penalty in judging when a question or issue is not fully addressed because of concerns over confidentiality.

### Prize Payments

Cash prizes for the accelerateOSU Competition will be awarded and paid to the legal entity where one exists. If no entity exists then the prizes will be awarded to individual student team leader who will be responsible for allocating the prize money to each team member. Prize awards may be subject to taxation and are the sole responsibility of the entity or person to whom the awards are distributed. Each entity or individual will be required to provide a W-9 before receiving any prizes. All non-entity prize payments will be reported on a Form 1099-MISC. Foreign entity applicants need to contact the competition program manager at the email address below to get exact requirements.



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Questions about any aspect of the competition should be addressed to [startup@okstate.edu](mailto:startup@okstate.edu)

