



## 2011 Business Plan Competition CONTEST RULES

### Overview of Contest

A Business Team is formed to develop a **business plan based on a technology available for license from Y-12 National Security Complex**. Each team consists of a minimum of **2 and maximum of 4 members** and could include any combination of students and non-students. We encourage students to work with entrepreneurs, scientists and executives from industry who may be able to help best advance the business concept.

Each team must have an advisor. An advisor could be a professor, entrepreneur, investor, or current business owner. The advisor can serve in any context the team chooses, but presumably fulfills the role of a coach or facilitator who helps mediate and direct the working of the team. The goal of the program is to be both educational for all participants and to develop potentially viable businesses from the plans, so an advisor is free to participate in the substance and work of the team at the Team's discretion.

**Registration forms** and a **Registration Fee of \$250.00 paid in full** are due by **October 21, 2011**. Teams are encouraged to pay the fee via their academic institutions or local business sponsorship.

NOTE: We may accept plans from teams that have not completed an entry form by the above deadline. Teams may decide to participate in the Contest up until shortly before plans are due if space is available in the competition. In all cases, The Enterprise Center and Y-12 reserve the right to allow or disallow any team from participating in the program. If a Team is disallowed for any reason, they will be refunded their registration fee. If Team elects not to participate after the deadline, TEC and Y-12 will solely determine whether the registration fee will be refunded.

### Confidentiality

Judges will have access to all business plans developed. These judges will be drawn from entrepreneurs, investors, professors, and experienced professionals in business and technology who regularly deal with confidential information in the course of their work. We have asked them to treat your work product with the same care and respect for confidentiality. We also ask them to remove themselves from judging your plan if they do have a real conflict of interest. Feel free to mark your plan – or particular piece of it – as "confidential." If you are concerned about any particular judge – for instance because they are involved with a potential competitor – for whatever reason feel free to request that we not put that judge on your panel.

A short description of your idea, which you include with your entry form, will be used in public documentation relating to the Contest. Additionally there is likely to be an audience during the pitch component of the competition, so any specific material that the Team considers confidential or proprietary should be so marked. If certain material is so sensitive that any disclosure might threaten it, such as patent filing information, do not disclose that material in the presentation portion of the competition.

Care will be taken to respect confidential and potentially proprietary information, but TEC and Y-12 will not be responsible for any inadvertently released information.

### **Requirements for the Business Idea**

The objective of the Business Plan Competition is to provide a meaningful learning experience for all participants who are interested in pursuing an entrepreneurial opportunity at some point in their careers. As such, most ideas entered in the competition will be ideas for a new business. Each business plan must include a licensable piece of technology from Y-12's IP portfolio. The Enterprise Center and Y-12 reserve the right to determine whether the Y-12 connection and technology is sufficient for eligibility in the competition.

Note that the Competition is designed for contemplated and embryonic businesses. The competition is designed for a new business being launched, but a Team will not be penalized for quickly advancing through the steps of business formation by already having raised seed capital or having a beta version of the product available prior to the presentation phase of the competition... However, there is a difference between a new venture that is getting off the ground and an existing business, and the Competition is not designed for the latter.

### **Requirements for Advisor/Coach**

Each team must have an advisor. Advisors/Coaches may play any role in the development of the business plan as the team determines.

### **Abiding by Community Values, Competitions Rules, and Business Ethics**

Participants agree to abide by our shared values of respect for others, honesty, integrity, and accountability for personal behavior. Business and personal ethics, as well as relevant laws, must be respected. If an ethical violation occurs, TEC and Y-12 reserve the right to resolve the issue in any matter, including disqualifying a team without a refund.

### **Deadlines**

**Entry Materials: A Registration Form** for the Competition should be submitted by **October 21, 2011** with a registration fee of **\$250.00**.

Teams that have not filed an entry form by the deadline may still be eligible to participate in the Competition at TEC and Y-12's discretion if space is available.

**Business Plans** and power point presentations are due electronically **by November 2, 2011**. The business plan must be on 8.5 x 11 paper and may not exceed twenty pages. The Power Point presentation may **not exceed 12 minutes**.

**Business Plan must contain the following:**

- Executive Summary
- Table of Contents
- Description of the business, including location, differentiation from competition, and long and short term goals
- Products and/or services offered, including a working model or prototype/design if possible, but not required
- Market Analysis
- Marketing Plan
- Management and Personnel Plan
- Capital requirements for the business and phased plan for raising that capital
- Financial Statements, including Income Statements (monthly for the first year, and quarterly for years two and three) and Balance Sheets (three years, minimum).

Disclaimer: These rules are subject to change and in all matters will be interpreted and implemented in the sole discretion and judgment of Y-12 National Security Complex and The Enterprise Center. In case a team chooses not to proceed with the start of a business, The Enterprise Center becomes a full owner of a business plan.