

Business Plan Submission Deadline: Friday, April 20, 2018 at 12:01 PM. Late submissions will not be reviewed.

Submit to: www.bloch.umkc.edu/rvcc

Format: Everything must be in ONE file using Microsoft Word or PDF format (no other formats will be accepted). Please use Times New Roman 12-point font, 8 ½ X 11 page settings, and a 1-inch margin all around. The text should be aligned to the left.

Maximum of 20 single-spaced pages, as follows:

1 page: Cover Page

1 page: Confidentiality notice

3 pages maximum: Executive Summary and/or Table of Contents

12 pages maximum: Main Body of Business Plan (includes 10 required sections below)

3 pages maximum: Optional Appendices

Files should be organized as follows:

- **Cover Page:**
 - Venture Name
 - Names of Team Members
 - Contact Information (email and phone number of the contact person)
 - Venture Description (a maximum 100-word description of the venture)
 - Confidentiality Notice (verbiage available in the business plan template on the RVCC website)
- **Disclaimer Page:**
 - The page following the cover page must include the Disclaimer.
 - This disclaimer is intended to satisfy the requirements of U.S. securities law. You want to be very clear, in this context, that you are not making anything that can be construed as an offer to sell securities (verbiage available in the business plan template on the website).
- **Executive Summary:** The executive summary should be no more than 3 single spaced pages. Tables, figures, and exhibits should be included within the 3-page limit.
- **Business Plan Main Body:** The business plan will be judged on the following 10 sections.
 - Venture Description
 - The Problem
 - The Solution
 - Competitive Differentiation
 - Revenue Model
 - Execution Team
 - Marketing Plan
 - Operations Plan
 - Financial Projections

- Current Status / Milestones
- **Optional Appendices:** All appendices must be contained within 3 pages at the end of the business plan. We suggest that you include at minimum an income statement and cash flow statement. Other optional appendices include a business model canvas, gap analysis, list of key assumptions, estimated start-up costs, etc.

The business plans will be evaluated by judges, and only qualifying semi-finalist teams will advance to the Pitch and Venture Expo Competition. Notification will be made to semi-finalist teams by Wednesday, April 25.

GUIDELINES FOR THE PITCH, VENTURE EXPO, SEMIFINAL PRESENTATION, AND FINAL PRESENTATION

Pitch Guidelines:

- Teams will be divided into multiple competition rooms based on their business plan evaluation scores.
- One individual from each team will have a maximum of five minutes to deliver the elevator pitch to judges.
- The presenter should carefully time and practice the pitch because they will be cut-off at exactly five minutes.
- The pitch should clearly articulate the description/problem, feasibility of the solution, and target market ([detailed evaluation criteria can be found on the RVCC website](#)).
- No PowerPoint Presentations are allowed.
- Physical visual aids (e.g., prototypes) are allowed.
- Dress code is business professional.

Venture Expo Guidelines:

- The venture expo allows teams to interact one-on-one with the judges. Your team will be evaluated based on the value proposition, market feasibility, financial feasibility, ability to execute, and launch ([detailed evaluation criteria can be found on the RVCC website](#)).
- Exhibit space: Each team will have an assigned display table, which is roughly 2.5-feet by 5-feet. The table does not have skirting or a backdrop, but teams may bring their own if they wish.
- Electrical access will be available but close access cannot be guaranteed. Please bring an extension cord if you require one.
- Any food and beverage must be preapproved.
- All special items and equipment should be prepared ahead of time by the team.
- During the venture expo, teams will interact with the same judges from their Pitch room who will have the opportunity to ask specific questions about the ventures. Please be

aware that some questions should not be answered in order to comply with U.S. securities law.

- Teams are allowed to hand out information (e.g., flyers, business cards, pens) and have additional people available at their booth (e.g., customers to talk about their experiences).
- Teams are NOT allowed to distribute copies of business plans to judges.

Announcement of Semifinalists

- Announcement of semifinalist teams will be announced following the conclusion of the Venture Expo and Pitch portion of the competition

Semifinalist Presentation Guidelines

- 16 semifinalist teams will be evenly divided into four competition rooms.
- Each team will have 10 uninterrupted minutes to make their presentation and 5 minutes to answer questions from a panel of judges.
- A PowerPoint presentation or similar visual aid is encouraged.
- The presenting team is responsible for checking on any special technology requirements before the day of the competition.
- Dress code is business professional.
- Teams will be evaluated based on the value proposition, market feasibility, financial feasibility, ability to execute, and launch ([detailed evaluation criteria can be found on the RVCC website](#)).
- Teams may structure their presentations however they would like. Here are some suggested items to cover during the presentation:
 - What is a significant problem/need that your venture has identified?
 - How does your venture solve the identified problem/need?
 - What are convincing reasons as to why customers will pay for the product or service that your venture offers?
 - What is your venture's business model?
 - How profitable and sustainable is your venture's business model?
 - What is your team's analysis of the financial projections and feasibility of your venture? Who are your venture's competitors?
 - What differentiates your venture from your competitors?
 - How do you protect your innovation (business) against imitation?
 - What is the next milestone for your venture?
 - How much money does your venture need to get to this next milestone?
 - How will your venture use the money to get to this next milestone?
 - Do you plan to raise money for your venture within 12 months?
 - How confident are you in raising the funds?
 - If your venture is selected as a winner of this competition, how do you plan to use the award money?
- Upon conclusion of the four presentations, judges will determine one team from each room to advance to the final round

Announcement of Finalists:

- Announcement of four finalist teams will take place immediately following the semifinals round

Finalist Presentations will take place at Henry W. Bloch Executive Hall, room 218.

Finalist Presentation Guidelines:

- Each team will have 15 uninterrupted minutes to make their presentation and 10 minutes to answer questions from a panel of judges.
- A PowerPoint presentation or similar visual aid is encouraged.
- The presenting team is responsible for checking on any special technology requirements before the day of the competition.
- Dress code is business professional.
- Teams will be evaluated based on the value proposition, market feasibility, financial feasibility, ability to execute, and launch ([detailed evaluation criteria can be found on the RVCC website](#)).
- Teams may structure their presentations however they would like. Here are some suggested items to cover during the presentation:
 - What is a significant problem/need that your venture has identified?
 - How does your venture solve the identified problem/need?
 - What are convincing reasons as to why customers will pay for the product or service that your venture offers?
 - What is your venture's business model?
 - How profitable and sustainable is your venture's business model?
 - What is your team's analysis of the financial projections and feasibility of your venture? Who are your venture's competitors?
 - What differentiates your venture from your competitors?
 - How do you protect your innovation (business) against imitation?
 - What is the next milestone for your venture?
 - How much money does your venture need to get to this next milestone?
 - How will your venture use the money to get to this next milestone?
 - Do you plan to raise money for your venture within 12 months?
 - How confident are you in raising the funds?
 - If your venture is selected as a winner of this competition, how do you plan to use the award money?
- Upon conclusion of the four presentations, judges will discuss and reach agreement on the 1st, 2nd, 3rd, and 4th place teams.

Announcement of Winners:

- Winners will be announced immediately following the final round during the awards ceremony
- Specialty awards will also be announced during the awards ceremony