



Loudoun Small Business Development Center



A partnership program with the U.S. Small Business Administration

Loudoun SBDC 2011 Business Plan Competition Guidelines

The Loudoun SBDC is holding its 3rd Annual Business Plan Competition. The competition is designed to stimulate business development and provide support for business ideas. A panel of expert judges—area leaders in the fields of finance, marketing, law and entrepreneurship—will place submitted plans into one of two categories:

- **Local Business Model** – Examples: home-based, retail, some IT, consulting services, etc.
- **Scalable Business Model** – A market opportunity large enough to develop \$50-\$100 million in annual sales. Examples: some IT, government contracting, med-tech, etc.

What can I win?

Prizes for each category are

Local Business Model

First Place: \$1,000 + Local Business Services/
Prize Package
Second Place: \$ 500
Third Place: \$ 250

Scalable Business Model

First Place: \$1,500 + Private Lunch with John May of New
Vantage Group & Eric Major of K2M, Inc.
Second Place: \$ 750
Third Place: \$ 500

All Contestants receive: an opportunity to have their plan reviewed and commented upon by the judges, a Certificate of Participation, and publicity

Who is eligible?

All entrants must either be:

- 1) In the start-up phase of a for-profit company with its primary place of business to be established in Loudoun County (**OR**)
- 2) An existing for-profit business less than 3 years old with its primary place of business in Loudoun County

What do I submit?

- **Seven** unbound copies with a cover page on each copy. Include on the cover the business name, owner(s) name(s), logo and/or slogan, business address and phone number, website address and/or email address, and the phrase: *Submitted solely for consideration by the 2011 Business Plan Review Panel of Loudoun Small Business Development Center.*
 - Do not include appendices
 - Must include Executive Summary (**two pages maximum**) and Financials (**three pages maximum**)
 - The plan cannot be longer than **21 pages, including cover page**
- Except for the requirements noted above (with some of these repeated in this section), no special plan format is required. However, we strongly suggest that the following categories of information be included:
 - 1) Executive Summary (**required, two pages maximum**)
 - 2) Business Description including location, differentiation from competition, and long- and short-term goals
 - 3) Products and/or Services Offered
 - 4) Market Analysis
 - 5) Marketing Plan
 - 6) Management/Operations/Personnel Plan
 - 7) Financial Statements (**required, 3 pages maximum**)
 - 8) Résumé
 - 9) Any other material critical to your business which you feel needs to be considered by the judges
- **You will be judged with equal weight in the following areas:**
 - Overall Financial Viability
 - Management/Operational Plan
 - Market Research/Marketing Plan
 - Innovation/Differentiation
 - Sustainability
- **\$50 entry fee required**, unless you are a Loudoun SBDC NxLevel™ Graduate

- Business plan package **must be delivered by hand or certified mail (with return receipt) to:**

**Loudoun SBDC
Mason Enterprise Center
202 Church Street SE, First Floor
Leesburg, VA 20175
(This address is effective 9/30/11)**

- **Deadlines:**
 - **October 12, 2011, 5 PM EDT:** **Business Plan must be received by Loudoun SBDC**
 - **October 31, 2011:** Top 8 Contestants notified they will give an Oral Presentation
 - **November 9, 2011:** Oral Presentations for Top 8 Contestants Only (mandatory)
 - **November 9, 2011:** Winners selected and announced at evening at Gala at K2M

For more information, contact Loudoun SBDC: 703-430-7222; sbdc@LoudounSBDC.org

Thanks to: **Our Sponsors: K2M and New Vantage Group**

Thanks also to Rockville Economic Development, Inc. for sharing competition guidelines.

The Loudoun SBDC is a member of the Virginia SBDC Network, a statewide service network funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Additional Loudoun SBDC funding sources include George Mason University-Mason Enterprise Center, the County of Loudoun, Loudoun County Industrial Development Authority and Town of Leesburg. All SBDC programs and services are offered to the public on a nondiscriminatory basis.