



WHAT IS IT?

The Loudoun Small Business Development Center (SBDC) is holding its 1st Annual Business Plan Competition. The competition is designed to stimulate business development and provide support for business ideas. It will consist of two award categories:

- **Local Business Model**
(Home-Based, Local Retail, etc.)
- **Scalable Business Model**
(IT, Government Contractors, MedTech, etc.)

WHO IS ELIGIBLE?

All entrants must either be:

- In the start-up phase of a for-profit business and the owner must plan to establish his or her business in Loudoun County

or

- An existing for-profit business less than 2 years old with the primary place of business in Loudoun County

Celebrate
Loudoun
SBDC!



**BUILDING
BUSINESS
TOGETHER**

www.LoudounSBDC.org



Loudoun
Small Business
Development Center

A special thank you to our primary sponsors:



We would also like to thank:

Balmar Printing & Graphics, Inc.

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**Virginia Small Business
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2009 Business Plan Competition



WHAT CAN I WIN?

Do the Work and Reap the Rewards! All entrants will receive a Certificate of Participation, written feedback from the judges, as well as mentions in all press releases and on the Loudoun SBDC website. Winners will receive up to three hours of legal consulting, three hours of marketing/branding consulting, eight hours of human resources consulting, and other complimentary professional services to get your company started on the right track!

Local Business Model	Scalable Business Model
First Place \$1,000	First Place \$1,500
Second Place \$500	Second Place \$750
Third Place \$250	Third Place \$500

First Place winner of the Scalable Business Model category will bypass the screening process of the Active Angel Investors Network and have the opportunity to present at their monthly meeting for a chance to receive seed capital funding. Visit their website at www.NewVantageGroup.com.



WHAT DO I SUBMIT?

- **Six** unbound copies with a cover page on each copy. Include the business name, owner(s) name, logo and/or slogan, business address and phone number, website address and/or email address, the following phrase: "Submitted solely for consideration by the 2009 Business Plan Review Panel of Loudoun Small Business Development Center."
- Do not include appendices (except resume)
- Limit Executive Summary to two pages and Financials to two pages
- The Business Plan should be no longer than 20 pages, including resume and cover page
- A \$50 entry fee is required, unless you are a Loudoun SBDC NxLeveL™ Graduate
- Business Plans will need to be package delivered by hand or certified mail (with return receipt) to:
Loudoun SBDC
21145 Whitfield Place, Suite 104
Sterling, VA 20165
- The deadline is 5:00 pm on **August 14, 2009**
- Up to 10 applicants will be asked to present
- Presentation and Award Day to be announced

Local Business Model

- What is your product or service?
- Why will you be successful?
- What is your industry and general experience? (document your prior successes)
- Define your market and your customer
- Who are your competitors?
- What is your competitive advantage?
- What are the financial needs of this venture?

Scalable Business Model

- A market opportunity sufficiently large enough to develop \$50-100 million in annual sales
- A well articulated and compelling strategy for capturing and defending a significant market share
- Proprietary technology or other strong barriers to entry
- Strong management with relevant and successful experience
- An exit strategy for investors
- A desire for advice and coaching
- Company valuation must fit within risk/reward expectations for the investment

Please meet with a Loudoun SBDC counselor if you need assistance with your plan. NxLeveL™ entrepreneurial training classes will be offered throughout the duration of the competition. Contact us at 703.430.7222 or sbdc@loudounsbdc.org for additional information (reference the 2009 Business Plan Competition in the subject line).