



Barney School of Business UNIVERSITY OF HARTFORD

March 1, 2011

Dear Colleagues,

The 2011 International Business Plan Competition will be held in two rounds; Round 1 on April 28 and 29 and Round 2 on May 6. The student participants in this competition will be developing a business plan for a small start-up venture of their choosing. Past plans have involved a small sturgeon processing and marketing company, "green" jeans (environmentally friendly jeans), an on-campus gourmet coffee service, a hip-hop music recording company, a direct marketing company focusing on personal health and exercise services, a wind-resistant beach towel, etc.

The format is easy and defined by the structure of the table of content of the software that we provide for your use. You do not need to have all the chapters of the standard table of content of the Business Plan Pro software, and may customize it if needed changing the titles and adding/deleting them. It is very easy in use - you may even copy and paste whatever you have in your Word file already. The document could also be saved in regular DOC/DOCX, or RTF, or PDF file format. If you want to continue working on your file it could be opened again and change could be made as well.

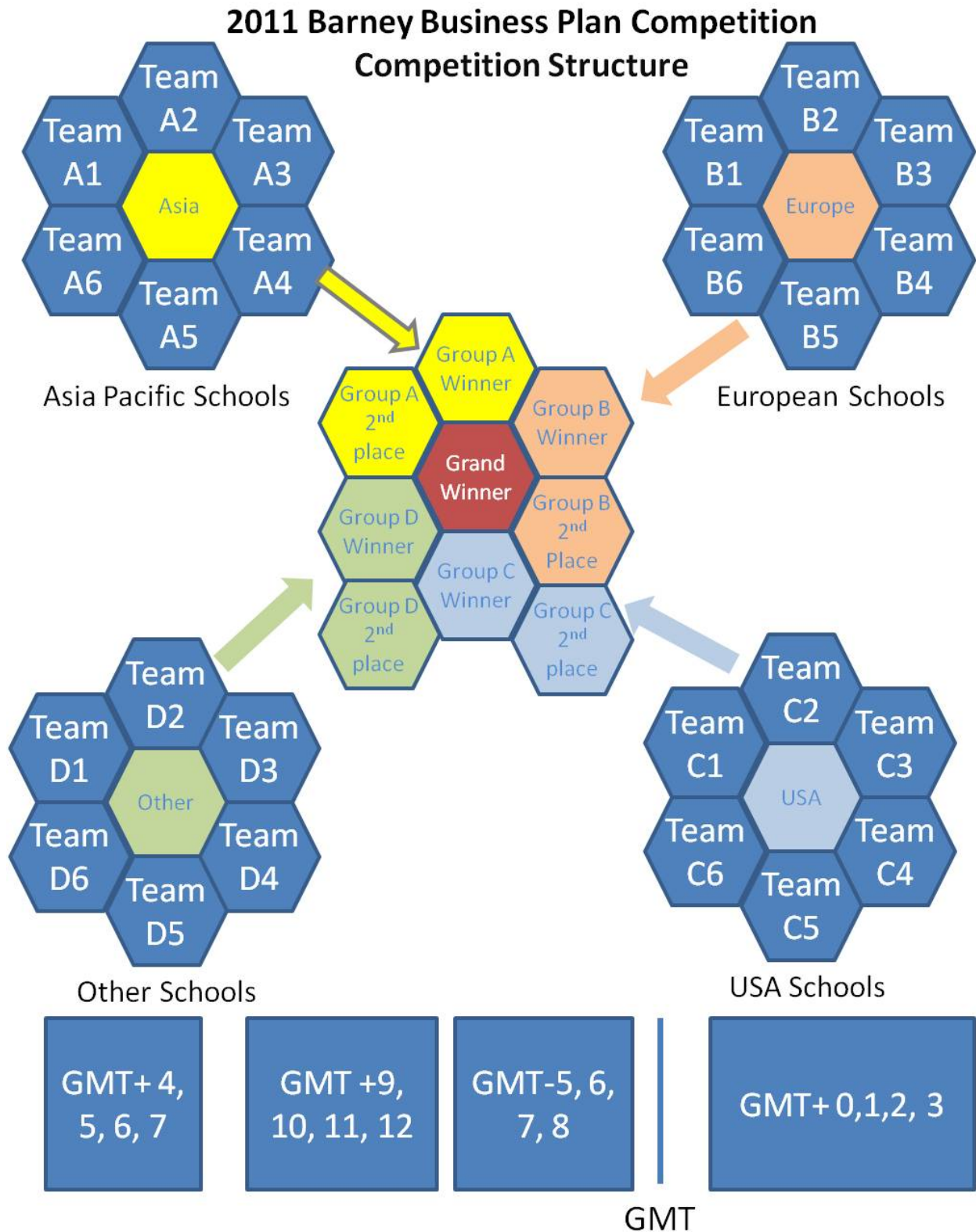
The major approach for the business plan structure is that you have to have

- Executive summary;
- Company background, product/service description
- Product/service description, including unique aspects
- Business model
- Target market niche, number of prospective customers and the annual demand in units
- Competitive landscape
- Operational plan (production, marketing, sales and distribution plans)
- Investment opportunity (amount of new investment sought and intended use)
- Financials

Once you submit the attached registration form, you will be sent a link to download the Business Plan Pro software for use in the competition. Palo Alto Software, Inc is sponsoring The University of Hartford's Barney School of Business with a FREE download of Business Plan Pro Academic Premier Edition software for each team. The software provides a Small Business Administration-approved format for you to write and manage your plan, allowing you to turn your focus from the mechanics behind the plan to other important aspects involved in the competition.

Each submitted business plan will be reviewed by an international panel of executives. Winners and runners-up of the first round competitions will advance to the final round. For ease of participation,

participating schools will be grouped by convenient time zones. The chart below shows the structure of the 2011 International Business Plan Competition.



Monetary prizes will be made to the First, Second and Third place teams. All business plan documents will be kept confidential. The standard procedure of public business plan competition applies - all judges should/would sign confidentiality agreements for every submitted business plan. Copies will be sent to the presenter. The presentation does not typically contain confidential information (worldwide competitions - like the one that DELL conducts - even archive them for the public access). But in case a presenter wants to keep it confidential it is important to let us know and we would require that everybody but judges leaves the conference room/rooms. Judges will sign a confidentiality agreement.

All participants will be able to view all other team presentations. Each team will be required to make a 5-10 minute live interactive presentation to the panel of judges and then respond to judges' questions.


Team business plans must be submitted by April 21, 2011, to allow the judges adequate time to read each plan and prepare their questions for the student teams.

To assure fairness to all teams, we are requesting that each participating university submit the name of judge qualified to evaluate entrepreneurial business plans. The nature of an International Business Plan Competition requires having a team of judges familiar with specific conditions of each participating country. It is a responsibility of each participating university/country to find a candidate who would be available on April 28 or 29 and May 6 to be present for the presentations and willing and able to read all business plans sent to him/her on April 21 for the analysis by the time of the event. If multiple judges are recommended by universities in the same country, only one will be selected for the competition.

English is the official language of the event.

We look forward to your participation in the 2011 International Business Plan Competition. If you have any further questions, please feel free to contact either one of us.

Sincerely,



Irina Naoumova



Peter LaPlaca

2011 International Business Plan Competition Registration Form

The University of Hartford International Business Plan Competition (IBPC) is the framework for identifying creative and motivated students and providing a platform for developing their entrepreneurial talents. Business plan competition would inspire them to develop their business ideas from general concept to market.

Competition requirements

During Round 1 (April 28-29, 2011) each student team will be required to make a **5-10-minute elevator presentation to a panel of judges** who are either entrepreneurs or connected to entrepreneurship activities. Finalists for each category will be chosen to present at the final round on May 6.

Undergraduate and Graduate students are eligible to participate.

We must receive your registration form by **March 21, 2011**. The form is provided on the next page.

Formal Plan Submissions should be consistent with the Business Plan Pro structure and include the following sections:

- Executive summary;
- Company background, product/service description
- Product/service description, including unique aspects
- Business model
- Target market niche, number of prospective customers and the annual demand in units
- Competitive landscape
- Operational plan (production, marketing, sales and distribution plans)
- Investment opportunity (amount of new investment sought and intended use)
- Financials

Deadline for the Business Plan submissions is no later than April 21, 2011

Submit your plan electronically in PDF or Word format to naoumova@hartford.edu

Competition Time, Place and Awards

Presentations of the top finalist teams or individuals would receive an international business community attention being streamed online and posted on the Barney Business School site.

Presentations/competition: Round 1 - April 28 and 29, 2011; Round 2 (finals) – May 6. All events be scheduled to take into consideration the different time zones of the participating schools.

The online link will be provided to participating schools for watching presentations live during both rounds of the competition.

Business Plan Competition

Intent to Compete Form

Due March 21, 2011

Individual registration

Last name	
First name	
Name of Venture	
University	
Address	
E-mail	
Telephone	
Student Status	<input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate

To check boxes double left click the box and change the default value to "checked"

Return the registration form by March 21, 2011 to:

University of Hartford, Barney School of Business

E-mail: naoumova@hartford.edu (Dr. Irina Naoumova)

Fax: 1-860-768-4226

Team registration

Name of primary contact	<i>Last name, first name</i>
Status of primary contact	<input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate <input type="checkbox"/> Faculty <input type="checkbox"/> Other
Name of Venture	
University	
Address	
E-mail	
Telephone	
Team Member 1 name and status	<i>Last name, first name</i> <input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Team Member 2 name and status	<i>Last name, first name</i> <input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Team Member 3 name and status	<i>Last name, first name</i> <input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Team Member 4 name and status	<i>Last name, first name</i> <input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate
Team Member 5 name and status	<i>Last name, first name</i> <input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate