

Student Business Concept Competition

in conjunction with the
VT KnowledgeWorks Entrepreneurship Summit
Skelton Conference Center at Virginia Tech, Blacksburg, VA
April 2, 2009

Business Plan Document Guidelines
Must be submitted via email to
lindsey.eversole@vtnknowledgeworks.com
by March 13, 2009

Final document must be five pages long or less; and start with the Business Concept Title and a listing of team member(s). Document is to be submitted via email to lindsey.eversole@vtnknowledgeworks.com in a Microsoft Word format using at least size 10 font and typical margins.

In the document, state each of the following points followed by the team's response:

- **Product or Service**
 - Clear description of the product or service and its features
- **Product or Service Uniqueness and/or Innovativeness**
 - New/unique features or functions
 - Benefits to target customers and the match to customer requirements
- **Initial Customer Base**
 - Market segment; and targeted customers and their profile/demographics
- **Estimated Size of Initial and Potential Market**
 - In dollars or units
 - Expected growth rate
- **Underlying technology**
 - How it works
 - Its uniqueness in meeting customer requirements
- **Current Competitors**
 - Who are they

- Their strengths and weaknesses
 - Comparison with proposed concept
- Barriers to Entry
 - Regulatory requirements or barriers
 - Other barriers
- Initial Plan for Business Development
 - Initial milestones for product or service development
 - Expected required investment to achieve the milestones

Business Plan Document Judging Criteria:

	Maximum Score
Clear Description of Product or Service Idea	10
Concise Description of Underlying Technology	20
Expected Customer Base and Match of Product/Service Characteristics to Their Needs	20
Unique/Competitive Features Provided to Customers	20
Market Size Description (growth rate, etc)	10
Value Proposition: Supports a Successful Business	20
<i>Total</i>	100