

Plan Your Own Success!

2008/2009

Northeast Wisconsin Business Plan Competition Contestant Information



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Dominion



College of Business

BACKGROUND AND SUMMARY

The Northeast Wisconsin Business Plan Contest was started in 2004 with the following goal:

To encourage the preparation of business plans for starting businesses, making significant changes to existing businesses, or launching new products in northeast Wisconsin.

Wisconsin ranks 47th in new business formations. There are many ways to improve our performance in that area and one of the major ones involves business plans. It is rare for a new business to be funded and successfully operate without a good business plan.



A well-written plan:

- Provides an objective, unemotional, and critical review of the business opportunity
- Is the preferred method of communication between entrepreneurs and potential investors
- Is a living document that may be used to help manage the business and can help to identify changes in the assumptions in the original plan
- Can introduce logic and discipline into the planning process
- Shows where a company is going, how it will get there, and what it will look like when it arrives
- Helps identify problems, risk, and weaknesses at an early stage so they can be addressed and corrected

Who can enter the contest – Individuals and companies.

What types of plans are eligible – All business plans for new northeast Wisconsin businesses, new products, or significant changes in existing businesses are eligible.

Prizes – A total of \$25,000 in prizes will be awarded with a top prize of \$10,000. Second place will receive \$6,000, third will receive \$4,000, fourth will receive \$3,000, and fifth will receive \$2,000. **The business must be open by March 9, 2010 in order to receive the prize money.**

Entry Information – Entries must be received by 12:00 p.m. on January 12, 2009. Results will be announced on March 9, 2009. **See the Entry Forms page for important details.**

Judging – Contest judges will include individuals who are involved in entrepreneurial and business development activities.

General Questions? Contact Cathy Huybers at (920) 720-5600 x306.

2008-9 CONTESTANT INFORMATION AND ENTRY FORMS

Entries must be received by noon January 12, 2009.

BUSINESS PLAN ENTRIES TO SUBMIT BY EMAIL (Must be received by noon January 12, 2009):

All entries must be submitted electronically. Send two files, Executive Summary and Business Plan, in one email addressed to: businessplancontest@workforceeconomics.org

- List the name of the business in the subject line of all corresponding emails and on each piece of correspondence submitted.
- The emailed files should not exceed 5MB.
- You should confirm that your entry has been received. Deadlines are firm. Entries received after the deadlines will be disqualified.
- Use the Executive Summary Template (Word file) available at www.thenewnorth.com. This file should be named as follows: ***Name of Your Business_Executive Summary.doc or .pdf*** (If you need help converting your plan to pdf format, please contact Diana Schultz at dschultz@edcmc.org)
- The complete Business Plan with financial data must be in Adobe Acrobat PDF format and be no longer than 30 pages including appendices. You will be disqualified if the plan is not complete. No documents will be accepted late. Include contact information. This file should be named: ***Name of Your Business_Business Plan.pdf*** (If you need help converting your plan to pdf format, please contact Diana Schultz at dschultz@edcmc.org)

The five final contestants are required to be available on March 9, 2009 to make a 15-minute presentation to a panel of judges as a part of the competition. Final awards will be announced at a press conference after the presentations at 11:30 am.

ADDITIONAL MAILED DOCUMENTS (Must also be received by noon January 12, 2009):

In addition to submitting the Executive Summary and Business Plan electronically, you must sign and mail the forms listed below to:

**Business Plan Contest c/o Cathy Huybers
Fox Valley Workforce Development Board
1401 McMahan Dr.
Neenah, WI 54956**

Checklist (These documents are also available at: www.thenewnorth.com)

- Eligibility Confirmation – One for each member of your team
- Contestant Contract and Authorization to Release the Plan – One for each member

Please note:

- The information about the Evaluation Criteria is especially important. It will help you write a well prepared and thorough business plan, and it is also how the plan will be judged. All of the areas that are mentioned should be addressed in your plan.
- Please address questions regarding the plan or about available resources to your local economic development official or one of our committee members (listed on the following page). They will be aware of qualified governmental agencies or service providers who could assist you with your plan if you would like this help.

General Questions? Contact Cathy Huybers at (920) 720- 5600 x306.

2008-9 CONTEST COMMITTEE

CO-CHAIRS

Rob Kleman, Executive Director – Oshkosh Commercial Development Corporation
rob@oshkoshchamber.com - 920/303-2265 ext. 14

Dave Thiel, Executive Director, Waupaca County Economic Development Corporation
wcedc@charter.net - 920/982-1582



COMMITTEE MEMBERS

Dr. Al Hartman, Dean of the College of Business Administration - UW Oshkosh
hartman@uwosh.edu - 920/424-1424

Brenda Hicks-Sorensen, President – Fond du Lac County Economic Development Corporation
brenda@fcedc.com - 920/929-2063

Peter Thillman, Dean of Workforce & Economic Development Solutions – Lakeshore Technical College - peter.thillman@gotoltc.edu - 920/693-1119

Diana Schultz, Director of Client Services and Marketing, Manitowoc Economic Development Corporation - dschultz@edcmc.org - 920/482-0540

Cathy Huybers, Business Services Manager, Fox Valley Workforce Development Board
cathy.huybers@workforceeconomics.org - 920/720-5600 ext. 306

Jennifer Brown, Executive Director, Kewaunee County Economic Development Corporation - brownjk@kcedc.org - 920/487-5233

2008-9 ELIGIBILITY CONFIRMATION

1. **Contestant Information.** Please complete one form for every member of your team.

- A. Name of Contestant_____
- B. Name of Business Plan_____
- C. Social Security Number (or EIN if applicable) _____
- D. Date of Birth_____
- E. Address _____

- F. Telephone Number_____
- G. E-Mail _____

2. **Please Check the Appropriate Answer to Confirm Eligibility.**

- A. The business which is described in the business plan that we are submitting is or will be located in Northeast Wisconsin. Yes_____ No_____
- B. We will use any prizes and awards received from this contest in implementing our business plan. True_____ False_____

3. **All Information contained in this form is truthful and complete.**

- A. Signature_____ Date_____

Please mail this form to:

Business Plan Contest
c/o Cathy Huybers
Fox Valley Workforce Development Board
1401 McMahan Dr.
Neenah, WI 54956

2008-9 CONTESTANT CONTRACT

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TERMS

As defined herein, the term **Contestant** shall mean and refer to the individual and/or team who submits a business plan summary to the 2008-9 Northeast Wisconsin Business Plan Contest. The term **Contest Producer** shall apply to the Northeast Wisconsin Regional Economic Partnership (NEWREP). The term **Contractor** shall apply to independent contractors of the Contest Producer. The term **Judge** shall apply to judges who agree on a volunteer basis to judge contest entries. The term **Mentor** shall apply to business plan mentors who agree on a volunteer basis to answer questions related to the Business Plan Contest as posed by Contestants. The term **Sponsor** shall apply to all organizations and individuals who provide cash or in-kind awards to Contest winners, or who otherwise provide goods and services that enhance the production, marketing or execution of the Contest. The term **Contest Entities** shall refer collectively to the Contest Producers, Contractors, Judges, Mentors and Sponsors, and any others who participate in organizing, marketing and executing the Contest.

CONTESTANT INFORMATION

All contestants must submit an eligibility confirmation form, contestant contract, and authorization to release form that is included in this packet of information. These forms should be mailed to: Business Plan Contest, c/o Cathy Huybers, Fox Valley Workforce Development Board, 1401 McMahan Dr., Neenah, WI 54956 and received by noon January 12, 2009.

CONFIDENTIALITY

The Contest Producer will ask judges, mentors, consultants and staff to retain in confidence all information in the Business Plan that is identified as being proprietary and confidential, where such information is not and does not become public, or is not otherwise required to be disclosed by law, for a minimum of 2 years after the receipt of the business plan entry. Contestant agrees that neither the Contest Producer, nor its judges, mentors, consultants or sponsor organizations, nor any employees, officers or directors of any of the foregoing, assume or shall be held responsible for any liability whatsoever for any disclosure of Business Plan information which may be made (whether inadvertently or otherwise) by any judge, staff, consultant, mentor, sponsor or other individual connected with, participating in, reviewing, hearing, or receiving information from or in connection with the Competition.

AWARDS

Contestants who receive Awards should consult their tax advisors as to the taxability of the receipt of such Award, as winners are solely responsible for the reporting and payment of any federal, state and local taxes. Such Awards are non-assignable and non-transferable, and are to be used in accordance with the Business Plan to further the success of the business enterprise described in the Application of each winner.

The Contest Producer also shall have the right, but not the obligation, to present small in-kind Awards to winners and/or finalists.

The Competition Entities shall have no liability to Contestant with regard to the Business Plan or comments, feedback or suggestions made to Applicant regarding such Business Plan, and the Competition Entities sole liability shall be to make awards to winners selected by the Judges. In no event will the Competition Entities be liable for any incidental, consequential, special, punitive, or other damages, claims or actions arising out of or in connection with the Contest. **The Contest Producer may conduct a background search on all contestants who reach the second round, via the Internet, in order to ensure that award winners do not have legal issues that would interfere with Contest goals.**

2008-9 CONTESTANT CONTRACT

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PUBLICITY

For good and valuable consideration, the receipt, adequacy and legal sufficiency of which each Contestant hereby acknowledges, each Contestant hereby grants to the Contest Producers and Sponsors the right, but not the obligation, to use the Contestant's name, voice, likeness, information about the Business Plan, and biography for any and all promotional purposes related to the Contest, future similar competitions, and in any all media in perpetuity without further compensation and without further approval, and Contestant shall cooperate in allowing Contest Producers and Sponsors to obtain such likenesses and information.

JURISDICTION

All issues and questions concerning the construction, validity, interpretation and enforceability of these rules and the rights and obligations of Contestants, Contest Producers, Sponsors, Judges, Mentors, Contractors or any of the Competition Entities in connection with the Contest shall be governed by and construed in accordance with the internal laws of the State of Wisconsin without giving effect to any choice of law or conflict of law provisions that would cause the application of other state's laws. Each Contestant irrevocably agrees that the state and federal courts located in Madison, Wis., shall have exclusive jurisdiction over any suit or any proceeding arising out of, relating to or based upon the competition or these official rules, and each Contestant hereby waives any claim that is not subject personally to the jurisdiction of said courts or that any such suit or other proceeding is brought in an inconvenient forum or improper venue.

NAME OF PLAN _____

CONTESTANT NAME (Please Print) _____

SIGNATURE _____

DATE _____

AUTHORIZATION TO RELEASE BUSINESS PLAN

There are many reasons to prepare a business plan. One of them is to get the funding necessary to help you implement the plan. If the opportunity arises, we would like to help you achieve that potential. With your permission, we would like to make your business plan available to potential investors, government officials and others who routinely work with entrepreneurs. There are no guarantees, of course, but these are people who may recognize opportunities for your idea. These individuals are not in the business of "stealing" ideas and would, we believe, respect the proprietary nature of your plan. If you want more exposure for your idea, please sign this statement and include it with your business plan.

I hereby authorize the producers of the 2008-9 Northeast Wisconsin Business Plan Contest to release my plan to individuals or organizations who may wish to review it for purposes of working with me on advancing the business plan.

I realize there is no guarantee that any individual or organization will choose to act on my business plan. I also hold harmless the producers of the Northeast Wisconsin Business Plan Contest for any actions that may arise from the release of my business plan.

CONTESTANT NAME (Please Print) _____

SIGNATURE _____

DATE _____