

THE 2015 MITCHELL CHALLENGE
A TEAM-BASED ENTREPRENEURIAL COMPETITION
April 18, 2015

Business Plan Submission Guidelines and Requirements

Electronic Submission is required. Submit documents to mitchellchallenge@southalabama.edu. Submission Deadline Monday, March 30, 2015. .

Business plans must not exceed 10 pages; 10 additional pages of appendices may accompany the plan. The Cover Page and Table of Contents are not included these limits. Under no circumstances is the total number of pages submitted to exceed 22 pages; plans exceeding this limit will result in disqualification.

SAMPLE PLAN OUTLINE

1. Cover Page (Not included in your 10 page limit)
 - a. Business Plan Title
 - b. Team Member Names
 - c. Faculty Sponsor Name
 - d. Faculty Sponsor E-mail
 - e. School
 - f. Address
2. Table of Contents (not included in 10 page limit)
3. Executive Summary – Business Concept (1 -2 pages)
4. General Company Description (1 page)
5. Products and Services - Value Proposition (2 pages)
6. Marketing (Sales, Product, Pricing, Promotion, Distribution) Plan - Industry - Target Market – Competition. (2 pages)
7. Operational Plan. (1 Page)
8. Management and Organization (1 page)
9. Implementation and Financials (3 – 5 years), Burn Rate, Break Even. Investment (1 Page)

CONTENT SUGGESTIONS

1. What is the opportunity? What problem does the idea solve? Who will benefit? What difference is made?
2. Describe why the idea is an innovative solution and why it will be accepted by the target market.
3. Describe the target audience in both qualitative and quantitative terms. What is the growth potential and what evidence exists that the market is looking for a solution? Identify the competitive advantage the idea brings to the market.
4. Describe the marketing strategy.
5. Describe the business/operational implementation strategy. Include a timeline for implementation.
6. Do not forget to include management team expertise. What is it about the team members that will make the idea successful?
7. Make sure that financials are included and are realistic. Many plans underestimate costs and overestimate resumes; this is a recipe for disaster.