

# PAPPAJOHN NEW VENTURE BUSINESS PLAN COMPETITION 2009

## COMPETITION GUIDELINES

**COMPETITION DESCRIPTION:** Sponsored by John Pappajohn and Equity Dynamics Inc., the Pappajohn New Venture Business Plan Competition is intended for Iowa University and college students with an interest in starting their own business. Plans will be judged based on a) content of plan and b) viability of plan. Three (3) seed grants in the amount of \$5,000 each will be awarded to the top three business plans submitted and presented in the competition.

**ELIGIBILITY:**

1. Full or part-time undergraduate or graduate students registered for 2008-2009 academic year at any Iowa post-secondary educational institution are eligible for the competition.
2. Plans may be submitted by an individual or by a team of students.
3. Teams must consist of at least one student member.
4. Teams must consist of five or fewer members.
5. Business plans must be for a start-up business only (not for an existing business).

<b>APPLICATION DEADLINE:</b>	February 5, 2009 5:00 p.m.
<b>SUBMISSIONS MUST INCLUDE:</b>	Three (3) Complete Sets of: <ol style="list-style-type: none"> <li>a) Completed Application Form</li> <li>b) Business Plan             <ul style="list-style-type: none"> <li>• 8-1/2 x 11, one-sided, typed</li> <li>• No longer than 40 pages including Executive Summary and Appendices</li> </ul> </li> </ol> One (1) Signed Terms & Conditions Sheet
<b>BUSINESS PLAN FORMAT:</b>	The order and content of the business plan is to be determined by the applicant(s); however, the following components are required: <ul style="list-style-type: none"> <li>• Executive Summary</li> <li>• Description of Use of \$5,000 Award</li> </ul>

**COMPETITION TIMELINE:**

December 12, 2008	<b>Intent to Compete Form</b> - Deadline for Submission
February 5, 2009	<b>Application and Business Plan</b> - Deadline for Submission
February 9-13, 2009	<b>Round 1 Judging – Regional Competition</b> Each of the five regional locations will select no more than three top business plans to compete in the final competition. Regional competitions may include personal interviews or oral presentations at the discretion of the regional directors.
March 6, 2009 8:30 am to 1:00 pm	<b>Round 2 Judging – Final Statewide Competition/Awards</b> Regional award winners will give oral presentations to Equity Dynamics staff at the Collegiate Entrepreneurs’ Iowa Conference in Cedar Falls, IA. Award presentations will be made at the luncheon following the morning pitches.

## APPLICATION PROCEDURE:

### Regional Competition – Round 1 Judging

Round 1 Judging will take place at each of the five Pappajohn Centers in Iowa (listed below). Student applicants from the University of Iowa, University of Northern Iowa, Drake University, Iowa State University, and North Iowa Area Community College will submit Intent to Compete and Business Plan Applications to their respective Pappajohn Center. Applicants outside of these schools (other private or community colleges in Iowa) will submit Intent to Compete and Business Plan Applications to the Pappajohn Center closest to their institution.

Applicants need not be present for judging; however, regional competitions may include personal interviews or oral presentations at the discretion of the regional directors.

Mail or email three (3) complete applications to one of the following locations:

University of Iowa John Pappajohn Entrepreneurial Center Attn: Lynn Allendorf 108 Pappajohn Building, Suite S160 Iowa City, Iowa 52242 Phone 319-335-1022 Fax 319-353-2445 lynn-allendorf@uiowa.edu, www.iowajpec.org	Iowa State University Pappajohn Center for Entrepreneurship Attn: Judi Eyles 2501 North Loop Drive, Suite 1615 Ames, Iowa 50010-8283 Phone 515-296-6532 Fax 515-296-6714 eyles@iastate.edu, www.isupjcenter.org
University of Northern Iowa John Pappajohn Entrepreneurial Center Attn: Katherine Cota-Uyar Business and Community Service 128 Cedar Falls, Iowa 50614-0130 Phone 319-273-5732 Fax 319-273-7512 jpec@uni.edu, www.jpec.org	North Iowa Area Community College John Pappajohn Entrepreneurial Center Attn: Tim Putnam 500 College Drive Mason City, Iowa 50401 Phone 641-422-4111 Fax 641-422-4129 putnatim@niacc.edu, www.niacc.com/pappajohn
Drake University John Pappajohn Entrepreneurial Center Attn: Deb Bishop College of Business & Public Administration 2507 University Avenue Des Moines, Iowa 50311 Phone 515-271-3071 Fax 515-271-4518 Deb.Bishop@drake.edu, www.pappajohn.drake.edu	

### Statewide Competition – Round 2 Judging

Up to three top business plans from each of the five regional Pappajohn Center locations will be selected to compete in the statewide competition. Teams may be asked to submit additional copies of their plan for the final competition. Final plans will be judged by John Pappajohn and his staff at Equity Dynamics. Each individual or team will be required to provide a 3-5 minute oral presentation about their business and may be asked to respond to questions.

### Awards Presentation

Three (3) \$5,000 awards will be presented by John Pappajohn and his staff at the final awards competition. Complete information about the final competition will be provided to regional award winners.

# PAPPAJOHN NEW VENTURE BUSINESS PLAN COMPETITION 2009

## APPLICATION FORM

Name of Team and/or Business \_\_\_\_\_

University or College Affiliation \_\_\_\_\_

Team Primary Contact \_\_\_\_\_ Student?  Yes  No

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Major \_\_\_\_\_ Minor \_\_\_\_\_

Classification: Fresh Soph Junior Senior Graduate Faculty/Other

Other Team Contact(s)

Name \_\_\_\_\_

Student?  Yes  No

Email \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Major \_\_\_\_\_

Classification F So J S G F/O

Name \_\_\_\_\_

Student?  Yes  No

Email \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Major \_\_\_\_\_

Classification F So J S G F/O

Name \_\_\_\_\_

Student?  Yes  No

Email \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Major \_\_\_\_\_

Classification F So J S G F/O

Name \_\_\_\_\_

Student?  Yes  No

Email \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Major \_\_\_\_\_

Classification F So J S G F/O

**PAPPAJOHN NEW VENTURE  
BUSINESS PLAN COMPETITION 2009  
TERMS AND CONDITIONS**

By submitting an Application and Business Plan to the Pappajohn New Venture Business Plan Competition ("the Competition"), each applicant listed below agrees to the following conditions:

**Originality of Plan**

The ideas and concepts set forth in the Business Plan is the original work of the applicant(s), and the applicant is not under any agreement or restrictions prohibiting his or her ability to disclose ideas or plans to the Competition.

**Compliance with Guidelines of the Competition**

Each applicant has reviewed the Competition Guidelines and by his or her own signature below certifies that this entry and the team or individual it represents complies with the Guidelines and agrees to abide by the Guidelines. Failure to comply with guidelines will result in entry disqualification and/or forfeiture of prizes.

**Waivers and Releases**

It is the team's responsibility to protect any highly confidential or trade secret information. Proposals will be handled confidentially, but judges will not be required to sign non-disclosure statements.

Once submitted, business plans become part of the Competition and will not be returned. Applicants are advised to keep their own copies for reference.

If chosen as a winner, applicant(s) grant the Competition the right, without compensation, to publish finalist names and company names, non-financial information, photographs, and video and audio recordings, for editorial, public relations, promotional, and advertising materials.

Winners will be responsible for any tax and/or tax consequences of the award.

All decisions made by the judges on all matters relating to the Competition will be final. The Competition reserves the unrestricted right to interpret these rules, and to alter, amend or change them, at its discretion.

University and/or Business Name \_\_\_\_\_

All team members must sign below:

_____	(Primary Contact)	Date _____
_____		Date _____
_____		Date _____
_____		Date _____
_____		Date _____

**PAPPAJOHN NEW VENTURE  
BUSINESS PLAN COMPETITION 2009  
INTENT TO COMPETE**

Intent to Compete form must be submitted by 5:00 p.m.  
**December 12, 2008**

Applications and Business Plans must be submitted by 5:00 p.m.  
**February 5, 2009**

Name of Team and/or Business

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University Affiliation

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Team Primary Contact

Name \_\_\_\_\_  
Email \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Other Team Contact(s)

Name _____	Name _____
Email _____	Email _____
Address _____	Address _____
_____	_____
Phone _____	Phone _____

Other Team Contact(s)

Name _____	Name _____
Email _____	Email _____
Address _____	Address _____
_____	_____
Phone _____	Phone _____