

# The College of New Jersey

## Business Plan Competition

### Criteria for Entry

The TCNJ Business Plan Competition seeks business plans that meet the following criteria:

#### Eligibility

- The Business Plan Competition is open to any part-time or full time student currently registered at The College of New Jersey.
- The Business Plan may be submitted from a single person or from a team.
- The Business Plan can be credit or non-credit status.
- The Business Plan applicant(s) are expected to prepare a 10 minute presentation for the judging competition, to be presented on April 11, 2007. These sessions will be taped.

#### Target Project

- The Business Plan may be profit, non-profit, business opportunity, corporate philanthropy, franchise, or other as accepted by the judges.
- The Business Plan must be an actual revenue-generating business with a real time application. It could be a start up or expansion plan.
- The Business Plan can be from any discipline—Science, Music, Art, Media, Culture, Society, Education, Engineering, Health Sciences or Business.

#### Presentation

- The Business Plan will have at least three main segments: Executive Summary, Marketing Plan and Financial Plan. The Financial Plan must include three (3) years of projected Profit and Loss Statements, three (3) years of projected Balance Sheets and (3) years of projected Cash Flow Statements.

#### Content

- **Main Body**  
The main body of The Business Plan is expected to not exceed eight (8) pages, plus the Financial Plan projections.
- **Format**  
The Business Plans are to be presented in double space, 12 point font.
- **Evaluation**  
The Business Plans will be rated on the following:
  - The feasibility of The Plan (in terms of Marketing and Financials);
  - An understanding of core competencies of the Project;
  - The practicalities of measuring the organizational outcomes;
  - Originality of The Business Plan
  - Feasibility of the overall Business Plan
  - Strength of the Marketing Plan portion of The Business Plan
  - Strength of and realistic projections of The Financial Plan
  - Writing Style of The Business Plan

## Calendar

- February 13, 2007** Business Plan Kickoff
- March 6, 2007** Midnight deadline for Application submission  
To [sbdc@tcnj.edu](mailto:sbdc@tcnj.edu). Return email with confirmation number required.
- April 3, 2007** Midnight deadline for Business Plan submission to  
Lorraine Allen, SBDC, Forcina Hall, Room #447, 609.637.5171  
[sbdc@tcnj.edu](mailto:sbdc@tcnj.edu); <http://www.tcnj.edu/~sbdc/>  
Email/written confirmation of submission is required.
- April 11, 2007** Participants must prepare a 10 minute visual presentation  
To be presented to the judges on this date.
- April 17, 2007** Winners will be announced at the finale reception.

## Advisors

Each applicant/team will have full access to a team of Advisors. It will be up to the applicant/team to initiate contact with the Advisory Team. This team will be separate and distinct from any judges enlisted to evaluate The Business Plans.

## Contact

The primary contact for The Business Plan Competition will be The College of New Jersey's Small Business Development Center, Lorraine Allen, Regional Director. 609-989-5232; [sbdc@tcnj.edu](mailto:sbdc@tcnj.edu).

## Confidentiality

The only individuals who will have access the competition's business plans will be the judges who are assigned to read the plans and the Contact person at the Small Business Development Center. The Advisors will only receive information about the business plan through the participants. Your work product will be treated with and respect for confidentiality. Feel free to mark your plan—or particular piece of it—as "confidential" and to request that the judges sign a non-disclosure agreement prior to reading.