



## **Entrepreneur Youth Challenge 2010 Business Plan Competition**

Sponsored by  
**Jamestown S'Klallam Tribe**  
With support from First Federal

### *Eligibility*

Teams must comply with the following criteria to be eligible for the competition.

#### Please read carefully!

- Plans must be complete.
- The **Entrepreneur Youth Challenge** is limited to high-school aged participants who reside within Clallam or Jefferson Counties.
- Business plans must propose or describe a startup venture or an internal growth venture for an existing company or nonprofit.
- For existing businesses, the team's venture must be a new concept or expansion opportunity of significant change and how changes will improve your business and affect your customer base. Judges will be informed of current business status prior to judging
- Returning competitors may not resubmit a previous business plan.

**Note:** The EYC Planning Committee board reserves the right to make the final determination if a business plan is not appropriate for competition.

### *Plan Criteria*

Business plans and presentations must meet the following criteria:

- **An Executive Summary:** one page maximum, 12 point font
- **A written business plan:** to be a maximum of 15 pages that may include a maximum 5 page appendix, for a total of 20 pages in 12 point font
- **A maximum 10 minute oral presentation (pitch);** which will be followed by a two minute question and answer session. The use of visual aids is allowed and may include power point.
  - ❖ **Optional:** an example of product or service at time of presentation

- **A visual display** showcasing the business plan product or service at the event (i.e. display board/booth including handouts, business cards, samples, etc) Please note no weapons may be brought onto the facility.

## Timeline

- **April 14, 2010**, deliver *Intent to Enter Form* to by **5:00 p. m**; email to Sharon Wallace at: [Swallace@pencol.edu](mailto:Swallace@pencol.edu) ; or by FAX: 360-565-2062; mail to Entrepreneur Institute at 905 W. 9<sup>th</sup>, Port Angeles, WA 98362 *Intent to Enter Forms* may also be acquired at Peninsula College Entrepreneur Institute or online at <http://pceinstitute.com>
- **April 21, 2010**, All eligible teams **requesting support** for the development of their written business plan and/or for verbal and presentation coaching **will be assigned a professional business mentor**
- **April 28, 2010**, All mentor assignments will be completed by this date.
- **May 14, 2010**, a **completed business plan** must be submitted electronically to Sharon Wallace at [Swallace@pencol.edu](mailto:Swallace@pencol.edu).
- **May 26, 2010, Business Plan Competition 4:00 a.m. – 8:00 p.m.**, 10 minute oral presentation (pitch); which will be followed by a two minute question and answer session. The use of visual aids is allowed and may include power point.
- **Winners will be announced at 8:00 p.m.**

## Awards

Two top cash prizes with an approximate value of \$1,000 each will be awarded. **Disbursement of the awards will be determined by the winners and the EYC Planning Committee Board.** The winners will enter into a contract with the Peninsula College Entrepreneur Institute outlining the disbursement of the award based upon mutually agreed milestones.

## Judging

Competitors' business plans will be judged on the following elements:

- Overall business plan
- Beneficial impact to local economy
- Management team
- Market Opportunity
- Competitiveness
- Product or service
- Marketing and distribution strategy
- Financial Statements
- Sustainability
- Location
- Presentation

## ***Presentation***

- Teams will give a maximum 10 minute presentation followed by a two minute question and answer session
- Judges will offer a two minute session of suggestions and mentoring following the question and answer session
- Multimedia equipment is available
- Refreshments will be available for competitors.

## ***Confidentiality***

The Peninsula College Entrepreneur Institute considers all submitted business plans as confidential and treats all team matters accordingly. But, due to the nature of the event, we cannot guarantee complete confidentiality for proprietary matters. Jamestown S'Klallam Tribe The Entrepreneur Institute and the organizers of the competition are not responsible for any proprietary information and/or intellectual property included in a submitted business plan.

Ultimately, protection of sensitive materials such as intellectual property, copyright, or patent confidentiality is the sole responsibility of the individual or team participating in the competition. *Non-Disclosure Agreements will not be signed by judges, mentors or any staff associated with this competition.*

## ***Endorsement Disclaimer***

The Entrepreneur Challenge sponsors have not conducted in-depth due diligence in respect to the company principles or presenters and evaluation of the business plan for investment opportunity. The Entrepreneur Challenge is only reviewing the plan in respect to the predetermined categories and presentation performance.

It is strongly advised that if any individual is interested in exploring investment with one or more of the competitors, that a complete due diligence process is conducted prior to any investment made.

A complete copy of the judging criteria is available to all interested parties from the Peninsula College Entrepreneur Institute. See our website <http://pceinstitute.com>.

## ***For More Information Please Contact***

Linty Hopie  
Entrepreneurship Coordinator  
Peninsula College  
Ph: 360-417-6504  
[lhopie@pencol.edu](mailto:lhopie@pencol.edu)