Goal:

EIPBN Entrepreneur's Challenge is a business plan competition with the purpose of developing next generation of entrepreneurs.
Participants learn about venture formation and explore their entrepreneurial dreams in a supportive environment. The Participants have will meet with leading venture capitalists, industry experts, entrepreneurs and angel investors. Furthermore, they can form partnerships with other participants interested in the same area and find mentors and industry contacts. It is an opportunity to share and develop skills, produce business ideas, and start companies.

Eligibility:

All students, research and postdoctoral staff, and faculty are eligible to enter. Though individuals not affiliated with the EIPBN conference are encouraged to participate, any entering team must have half of its members registered at the conference. The size of a team is not restricted, and neither is the number of entries submitted by each team. However, teams consisting of 2 to 5 members are recommended. If you have any questions about these guidelines or about your team's eligibility to compete, please do not hesitate to contact us.

Prize:

We anticipate that team who participate will tremendously enjoy the benefit of having the opportunity to develop their ideas & business plans in a structured competition and interact with world-class judges and mentors. The challenge designs a strong feedback mechanism from its judging rounds to deliver judges' feedback to participating teams. The participating teams will be given access to a document outlining a guide to venture formation and ways to break a startup conundrum.

Announcement

The winners will be announced at the banquette dinner. There will be cash prize for the top three teams and a certificate. The exact amount of the prized will be determined by EIPBN organizing committee at the time of the competition and is $1500 + .

Contact information: leili@stanford.edu

Competition Timeline and Requirements

The competition consists of two rounds:

First Round: Two Page Executive Summary

Last date of Submission: April 15, 2011
Announcement of Results: April 30th, 2011

Final Round: Business Plan Presentation

Last date of Submission: May 20, 2011
Final Round Presentation: June 2, 2011
Announcement of Results: June 2, 2011 at the Banquet

First Round: January 16th, 2011

To enter the competition the executive summary of your business plan must be submitted to leili@stanford.edu. The Executive Summary is a short and easy summary of your idea. Experts from the industry and venture capitalists will judge the executive summary.

Please observe the following guidelines when editing the executive summary:

- Recommended preferred length is up to 2 pages including appendices and exhibits. Do not expect the judges to read much more than 2 pages.
- Recommended font type: 11-12 pt Times New Roman double spaced.
- Submit the document in Word or Adobe PDF formats
- Executive summaries must be submitted electronically prior to the deadline stated above.

What Should I include in the Executive Summary?

We suggest addressing all or most of the following points in the executive summary. While not all points may be applicable in your specific case, try to address those that you believe are relevant. Please also pay attention to the scope, quality of content, and presentation of the executive summary.

1. Concept

- What exactly is the product or service of the proposed business?
- What are the problem & need of the market, solution, and opportunity proposed?
- Lead with the most compelling summary of your idea and be direct and specific.
- Is it unique? What are the main benefits?

2. Customers

- Who are the potential customers of your business?
- What is the size of the addressable market?
- Why will they buy?

3. Marketing

- How will you to reach your target customers?
- How will you advertise or distribute your product?

4. Competition

- Who are the competitors of your business?
- What is your main advantage compared to them?
- Why hasn't somebody done this before or what is different about your product compared to industry standard? What do customers use now instead of your product or service?
- What stops others from copying you?

5. Business And Financial Model

- What is the proposed business model and how is your business going to make money?
- What are the high-level projections for the revenue and cost?
- How much money do you need, when, and what for?
- When will it be cash flow positive?

6. Risk factors

- What are one or two major risks that can influence your business?
- How would you react if these risks occur?

7. Team

- List team members and their short bio/main area of expertise.
- Does you team have all the skills it needs to run the business?

How Do I Write A Business Plan?

You can also check out resources like the Business Plan Success Website to get started.

http://business-plan-success.com/academic/academic-partner-students.php