

Startup St. Bernard Competition

This is a guideline for business plan submission.

1. Cover Page. Include business name, owners, complete contact information including mailing address, phone numbers, website and email address. List current annual sales on cover page. (1 page)
2. Brief Business Description, background and current operations. Include services and products offered, customers and target market, date business opened or planned opening, profit and loss from the most recent fiscal year (if available), current number of employees and positions. (1 page).
3. Summary of the management team and/or owners. Why did you decide to go into this business, what is the expertise of each owner or member of the management team, what is the background and experience of the owners/management team? (1 page).
4. Summary of Business Plan describing your strategy to grow your business. How would you use the prize money to implement your growth strategy, and how will this growth impact your business? Demonstrate creativity and innovation in your plan. Include the total cost of your growth plan and what you will use the money for. If the total cost is more than the prize money describe how you will fund the amount needed. (2 pages).
5. Mission, Vision, Values (1 page)
6. Business Objectives, Critical Success Factors (1 page).
7. Business Strategies – summary of marketing, management, financial, and operational strategies (3 pages).
8. Explanation of Financial Projections with Assumptions – (1 page)
9. Year 1 and 2 cash flow, expansion budget, sources and uses of funds – (4 pages).

The number of pages per section is a recommendation only. However, the plan must include each section listed above in the order listed to qualify for judging. The plan must not exceed 15 pages (8 ½ x 11) with a minimum of 10 point font. Business plans that are not complete will be disqualified.