

# \$10,000 Student Business Plan Competition

## AWARDS FOR STUDENT TEAMS

1st Place	\$6500
2nd Place	\$2500
3rd Place	\$1000

## COMPETITION

The annual Student Business Plan Competition awards college students with \$10,000 in prize money. First through third place winners of the competition will receive cash to be used in the development of their business and will receive one of the eight office spaces in the Lyles Center Hatchery. Competitors must be comprised of a team with at least one member being a student enrolled at California State University, Fresno or one of the partnering community college campuses.

The annual competition will generate interest and excitement across campus as students collaborate to build a successful business plan to present on **MAY 3, 2008**.

The first place team will automatically be entered into the

- Draper Fisher Jurveston \$250,000 Venture Competition. [www.dfj.com/venturechallenge](http://www.dfj.com/venturechallenge)
- and will receive a scholarship to attend a two-day E-Myth Leadership Intensive™ Seminar, valued at over \$1,500. [www.e-myth.com](http://www.e-myth.com)

## POLICIES AND GUIDELINES

To be considered, participants must adhere to the following policies and guidelines:

- Business Plans must be entirely original in all content.
- At least one principal of the proposed business must be a California State University, Fresno or partnering community college student in good standing.
- The lead contact member of the team must be a California State University, Fresno or partnering community college student in good standing.
- Companies that have launched before **January 1, 2007** are not eligible to compete.
- Entry forms and submittals must be received by **5 PM, APRIL 10, 2008**.

Send submittals to:

Lyles Center for Innovation & Entrepreneurship  
 Attn: \$10K Biz Plan  
 California State University, Fresno  
 5010 N. Woodrow Avenue | M/S WC142  
 Fresno, CA 93740

- All team members are required to attend all final presentations on **SATURDAY, MAY 3, 2008**.
- Your submittals must include a minimum of six copies of your full business plan.
- An Executive Summary must be included in your full Business Plan.

*(Continued on page 2)*



## \$10,000 STUDENT BUSINESS PLAN COMPETITION ENTRY FORM

Mail your entry form and business plans by **APRIL 10, 2008** to:

Lyles Center for Innovation & Entrepreneurship | Attn: \$10k Biz Plan  
 California State University, Fresno | 5010 N. Woodrow Avenue | M/S WC142 | Fresno, CA 93740

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

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- Submittal must be printed on 8.5 x 11" paper.
- Selected submissions will be required to give a 15 minute oral presentation of the plan on **FRIDAY, APRIL 18, 2008.**
- Finalists must give a 15 minute oral presentation of the plan and be prepared for 15 minutes of Questions and Answers on **SATURDAY, MAY 3, 2008.**

### JUDGING

Review of business plans to determine finalists will be based on the following with equal weight per:

- Viability of the Business Concept
- Understanding the Market
- Quality of Analysis

Criteria for judging finalists will be based on the following with equal weight per:

- Viability of the Business Concept
- Understanding the Market
- Quality of Analysis
- Quality of Presentation

Each contestant understands that the Lyles Center at California State University, Fresno, each of the co-sponsors, faculty, organizers, judges, mentors and all other related parties are volunteers and are under no obligation to render any advice or service to any contestant.

By entering, each entrant gives Lyles Center at California State University, Fresno the right to use his or her entry, name and likeness for publicity, educational and/or advertising purposes.

Lyles Center at California State University, Fresno, each of the co-sponsors, faculty, organizers, judges, mentors and all other related parties are not responsible or liable for lost, misdirected, mutilated or illegible entries and assumes no responsibility or liability for damages, losses or injuries resulting from participation in this competition or acceptance or use of any prize.

Submission of entries indicates that the submitting party and all individuals or companies associated with the submitting party agree to hold Lyles

Center at California State University, Fresno, each of the co-sponsors, faculty, organizers, judges, mentors and all other related parties blameless for any disclosure of company specific information, strategies, tactics, or technologies, or any damages that may result from such disclosure.

All determinations by the contest's judges are final.

### WORKSHOPS

Monthly workshops offered to students will provide critical information for each stage of the business plan.

#### January 31, 2008

How To Write a Winning Business Plan  
Travis Sheridan  
Central Valley Business Incubator

#### February 21, 2008

Legal Issues to Starting a Business  
Riley Walter  
Walter Law Group

#### March 13, 2008

Financing Your Business  
Tracewell Hanrahan  
Pacific Community Ventures

#### April 3, 2008

Presentation Skills  
Betsy Hays  
Betsy Hays, PR

**Location:** Lyles Center  
**Time:** 5:30-7:00 PM

### TIMELINE

#### April 10, 2008

Entry form and submissions due

#### April 18, 2008

SEMI-FINAL ROUND  
Campus Business Plan

#### May 3, 2008

FINAL ROUND  
Campus Business Plan

For more information about this competition and to register for the workshops, please call the Lyles Center at 559.294.2045.