

Welcome to the Submission Page for **START IT UP** – Fresno’s \$250,000 Entrepreneur Challenge. We encourage all entrepreneurs and innovators across the planet to submit their business plan with the prospect of launching a business in Fresno, California! The winner of **START IT UP** will receive \$100,000 in cash to fund the launch of their business along with \$150,000 of in-kind support including legal consultation, marketing, office supplies and much more!

START IT UP is the first community-based business plan contest of its kind. It is sponsored by the Lyles Center for Innovation and Entrepreneurship in collaboration with individuals and organizations throughout California’s Central Valley. Please visit <http://www.lylescenter.com/startitup.php> for the list of sponsors contributing to this unique and innovative contest.

Entering the **START IT UP** challenge is easy. To become one of the 20 semifinalists, however, requires that you make a presentation in the form of an Executive Summary that clearly articulates the business you have or plan to launch. If you are unfamiliar with Business Plan Executive Summaries, we encourage you to utilize the software, Business Plan Pro (www.paloalto.com), created by one of our **START IT UP** sponsors. This software will guide you through a complete business plan and identify key features to include in an Executive Summary.

In general, you should keep the Executive Summary to no more than five pages. For judging purposes, it should contain the following information (but feel free to include additional information that you believe would be important to the judges):

- Your name, name of business, contact information, and Web site, if available.
- A description of the business and how you propose to operate it.
- The product or service you will be offering.
- Evidence that there is a demand for your product or service.
- How you plan to effectively compete in the market.
- Any current or future intellectual property you plan to secure.
- Profile of yourself and others on your team.
- Why you believe this business is highly appropriate to operate in the city of Fresno (if you are unfamiliar with the Central Valley, you are encouraged to review the **START IT UP** Web site for details about the Fresno market).
- Your forecast for growth of the business.
- Current status of the business (idea, preparing to launch, up and running, etc.).
- **DO NOT INCLUDE** any proprietary information in the Executive Summary. By “proprietary information” we mean a unique or secret method for the creation, delivery, or use of the product or service.

Once you have completed the Executive Summary, you can submit it online or by mail. We recommend that you submit the Executive Summary in Adobe Acrobat

(pdf) format to retain the integrity of the document. In addition, you will need to provide a one time \$100 processing fee that can be paid by check or through the Lyles Center PayPal system.

The mailing address is:

START IT UP Submission

Lyles Center for Innovation and Entrepreneurship
California State University, Fresno
5010 N. Woodrow Avenue M/S WC142
Fresno, CA 93740

Please be sure to review the rules and regulations of the contest prior to submitting your Executive Summary.

You will be notified by August 15, 2008 if you are selected as one of the top 20 semifinalists to compete for the \$250,000 **START IT UP** prize.

The top 20 individuals and/or teams selected to advance will be invited to participate in a videoconference call in which they will be asked to answer basic questions about their business plan. This information will be used to select the top 10 finalists. This lucky 10 will be invited to Fresno, California, to compete – in front of an audience – for the \$250,000 grand prize and the distinction of being named the winner of Fresno’s first Start It Up 250K Entrepreneur Challenge. The 10 selected finalists will be notified via phone by September 1.

The 10 finalists will be required to submit a detailed business plan according to specific guidelines set forth in the competition “Rules and Regulations.” The business plan must be postmarked by September 12 and mailed to:

Start It Up! Fresno’s \$250K Entrepreneur Challenge
The Lyles Center for Innovation and Entrepreneurship
California State University, Fresno
5010 N Woodrow Ave, MS W/C 142
Fresno, CA 93740

Each of the 10 finalists will be asked to present their business plan before a live audience and a distinguished panel of judges. Presentations will be held on Thursday, Oct. 2, 2008, at Fresno’s William Saroyan Theatre. They should last no more than 20 minutes, with an additional 10 minutes allocated for Q&A.

A special cocktail reception will be held Thursday evening to announce the top five finalists chosen to compete for the \$250K grand prize. The top five finalists will take the stage one last time to present the merits of their business plan in hopes of being named Fresno’s first Start It Up winner. Thirty minutes will be allotted for presentations plus 15 minutes for Q&A from the judges.

A special ceremony will be held during halftime at the October 4, 2008 Fresno State Bulldog Football home game to publicly recognize the “Final Five” Start It Up contestants and to announce – for the first time – the \$250K grand prize winner.

If you have any questions or comments, please send to startitup@lylescenter.com

CRITERIA AND RULES

JUDGING CRITERIA

All entries will be judged by panels of distinguished professionals and entrepreneurs from the Fresno community.

The winner will be the business plan that has the highest potential for success in the Fresno market.

Competition Rules/Eligibility

Decisions of judges are final.

Employees of the Lyles Center for Innovation and Entrepreneurship and their immediate family members and/or those living in same household of each are not eligible. No substitution or transfer of prize permitted by winner.

All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply.

By entering contest and/or accepting prize, contestant grants permission to sponsors and their agencies to use winner's names and/or likeness for advertising and/or trade purposes without further compensation to contestant unless prohibited by law. Prize is nontransferable. By accepting prize, winner agrees to hold sponsors, their respective directors, officers, employees, advertising and promotion agencies and assigns harmless against any and all claims and liability arising out of use of prize. Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use/redemption of any prize. Contestants agree to be bound by the Official Rules and the decisions of the judges. Sponsors are not responsible for any typographical or other error in the printing of the offer, administration of the search or in the announcement of the prizes.

Disclaimer

Sponsor is not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the

Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this contest, the Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process and to cancel, terminate, modify or suspend the contest.

Intellectual Property Protection

Organizers and sponsors of the **START IT UP** Business Plan Competition have taken reasonable measures to ensure that all contestants retain their rights to their business plans and any intellectual property. Organizers and sponsors shall make no claim to any of the property or rights.

Additionally, the 10 finalists will present their business plans to the community on or about October 3 , 2008. The content of presentations is at the discretion of each contestant.

By entering this contest all contestants indemnify organizers and sponsors of the **START IT UP** Business Plan Competition from any liability whatsoever arising out of this contest.