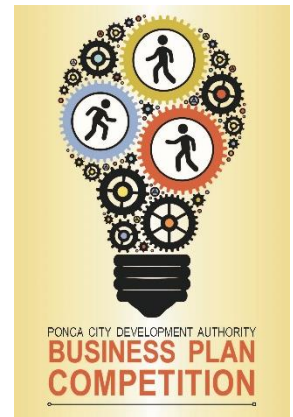


Ponca City Business Plan Competition & Pitch Off

April 25th, 2017 – Barnes Room, City Hall

- Pitch off Participants will need the following for submission to the Panel of Judges by **April 17, 2017**. Plans will be accepted at 102 S. 5th, PCDA offices.
- *The format of the Business Plan will follow the www.sba.gov/starting-business format for business plans.*



BUSINESS PLANS

Will be no more than 10 pages (up to 20 pages with Appendix attachments) and will include the following:

1. Cover page with name of the participant(s), business name, address, phone number & e-mail
2. Up to one page Executive Summary.
3. Please number pages (by hand is fine)
4. Business Plan needs to include the following elements:
 - a. Organization & Management – what structure, people, employees, etc.
 - b. Funding Request
 - c. Company Description – differentiation from others in business
 - d. Service or Product Line
 - e. Financial Projections (see #5)
 - f. Market Analysis – customer, competitors, industry outlook
 - g. Marketing & Sales – marketing product/service, strategy
 - h. Appendix – useful for notes, letters, resumes and other documentations (no more than 10 pages)

Be brief. Your pitch is only 5 minutes. The business plan is to give a better idea to the judges about the work you have put into building/researching/market viability of your product or service. Judges will have 10 minutes for questions.

5. Financial Projections should include a description of sources & uses of funds, break-even analysis and projected needs for capital at one, three and five years, if possible.

JUDGE EVALUATION CRITERIA

The judges will evaluate each Business Plan Pitch based on the following:

1. Content of the plan and how it relates to your presentation
2. Clear communication of your business plan pitch
3. Effective use and impact of the prize and equipment/advertising money (**\$3,000.00**)**
4. Probability of successful launch
5. Community Impact and job creation potential
6. Quality and effectiveness of final presentation

BUSINESS INCENTIVES: The winner of the 2017 Pitch-off will receive: (Total Value: \$5,000.00)

1. **\$2,000** check** (**must be made out to the business name**)
2. **\$1,000** funding for equipment (including computers, software, machines), training, advertising or office supplies (paid to the supplier from PCDA)**
3. One year of rent free in the Pioneer Technology Business Incubator
4. Free High Speed Internet and Phone Service for One Year in the Business Incubator
5. Marketing and customer recruitment consultation with PCDA as well as access to ongoing small business training programs at Pioneer Technology Center
6. One year free membership to the Ponca City Chamber of Commerce for the business.