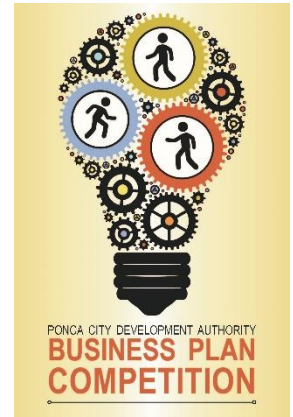


**Ponca City Business Plan Competition & Pitch Off**  
**Monday, April 30th, 2018**  
**Seminar Center, Pioneer Technology Center**



- Pitch off Participants read below for completing submissions to the Panel of Judges by **April 20, 2018**. Plans will be accepted at 102 S. 5<sup>th</sup>, PCDA offices or by e-mail to klong@goonca.com
- *The format of the Business Plan will follow LivePlan.com format. Please contact Kat Long at 580-765-7070 or Ben Evans at 580-718-4262 to receive more information on LivePlan.*

## **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 Company Summary.
3. Please number pages (by hand is fine)
4. Business Plan needs to include the following elements:
  - a. Executive Summary – what structure, financial needs, industry trends.
  - b. Company Description – services and differentiation
  - c. Strategy & Implementation – Market analysis, Strategy, sales forecast & product prices
  - d. Management Summary – equity partners, employees, salaries & resumes
  - e. Financial Plan – project Profit & Loss, financial risks/contingencies, cash flow, assets, etc...
  - f. Appendix – useful for notes, letters, resumes, financials 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 2018 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. \$1000 for marketing/advertising or market analysis for company and/or services
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.