

PLEASE NOTE: *Page limits are approximate, but the total should **not exceed 5 pages plus the title page.***

Title Page [1 page]

- Company name
- Quick Description – An "elevator pitch" of no more than 250 words
- Name, affiliation, and contact information, including email, for the team leader and all members (this may be revised in the final plan if necessary)
- Faculty advisor(s)
- Certification that the team meets the qualifications for entry
- Date of submission

The Need [1/2 page]

- What's new about this problem and the market that demands this product or service from a new company now?

Our Solution [1/2 page]

- **Value Proposition.** Explain how your product uniquely addresses The Need. How does the customer use the product or service? Remember to tell your reader **WHAT** you deliver and not **HOW** you deliver it.
- **Intellectual Property.** Very briefly explain if your solution is patented (or patentable) or otherwise protected by law in a way that will create barriers to potential competitors. Who are the owners of the intellectual property?

Market Opportunity [1.5 pages]

- **The Customer.** Who is the customer? For example, if you have a consumer product or service, provide demographics; if you provide an enterprise product or service, what is the title and role of user, and who are the purchase decision makers and influencers, etc.
- **The Market.** How many potential customers are there (current available market) and how many more are there likely to be over the next two to three years (total available market)? Briefly describe the logic you used to derive these numbers. What are the top two or three market growth drivers over the next two to three years?

Competition [1/2 page]

- **Competitors.** Describe your competitors, both generally and with 23 specific examples.
- **Competitive Advantages.** Why are you better than the competition and why will you win? Are there any unique "barriers to entry" your company possesses such as strong patents, most of the world's experts in the desired field already work for you, etc.?

Team [1/2 page]

- Who is going to execute this plan and why should we believe in them? Names are not generally important here (unless someone on your team is named Gates...). What is important is to stress what core skills your team has, what credibility they bring to the table, and what skills/people you know you still need.
- **Management.** Who are the company's key management team members and what relevant experience do they bring to the company?
- **Board.** Do you have a board composed of outside experts? If so, who are they? What relevant experience and connections do they bring to the company? Have they invested in the company?

Product Development Plan [1/2 page]

- **Product Roadmap.** What new products does the company expect the customer will need over the next two to three years (AKA product roadmap)?
- **Production/Development.** How do/will you manufacture/produce/develop your products? Will you require any special equipment, space, or permits?
- **Intellectual Property.** If your product is proprietary in some way, explain what aspects of it are and why. Explain your company intellectual property strategy going forward.

Funding Plan [1/2 Page]

- What are the company's capital requirements over the next two to three years? Few companies can raise all they need at the start. They usually have to raise multiple rounds of funding, often from different sources from round to round. Present a timeline that shows us the rounds of funding you anticipate you will need. For each round tell us:
 - How much funding you will need?
 - Who you will approach to secure this funding (some possibilities: the *Technology Innovation Challenge* prize, an SBIR grant, Friends and Family, Angels, Venture Capitalists, etc.)
 - What major milestones you will accomplish with that funding
 - Approximately when will the round take place (example: Q3 2008)

Exit Strategy [1/2 Page]

- **Method.** How will investors be paid back their investment plus a healthy profit? For example, will you sell the company or do you plan to share profits with your investors?
- **ROI.** What Return on Investment (ROI) do you project investors will receive and over what time? Please articulate this as a multiple. Example: "After the sale of the company in 7 years investors will receive 20 dollars for every dollar invested."
- **Financial Assumptions.** What is the basis for the funding plan and what factor(s) are the most important?

Notes:

1. *Supplementary information may be supplied in an Appendix, but don't depend on all of the judges reading this except as they might individually desire clarification.*
2. *The team members and the information in the mini-plan may be revised in the final plan, provided it does not substantially change the concept.*
3. *Don't include confidential information in the mini-plan.*
4. Also see <http://www.umass.edu/innovation/rules.html>