



Keystone Innovation Zone (KIZ)

YORK BUSINESS PLAN COMPETITION

> ready > set > innovate

Eligibility:

Competition is open to any individual or group of individuals residing or attending school in York County, Pennsylvania or any of the directly adjacent counties. Business plans must be for companies that are technology, product development or manufacturing related.

General Information:

- Submit business plan by: 4:00 PM Friday, April 30th. Plans submitted after this time will be automatically disqualified.
- Business plans may be submitted:
 - Electronically to abashir@ycedc.org
 - Or by mail or hand delivery to
York Keystone Innovation Zone
140 Roosevelt Ave
York, PA 17401
- Decision by: Friday June 21th.

Requirements:

- Body NO more than 20 pages long
- Typed, double spaced, using 12pt. font
- Must include a cover page. Cover Page should include
 - Name(s) of applicants
 - Contact Information
 - Email Address
 - Mailing Address
 - Phone number
 - Name of company
- Content:
Although every plan is unique, in general, written plans should contain the following when appropriate:

- Section I: Executive Summary
- Section II: Business Description
 - A. General description of the business
 - B. Industry background
 - C. Company history or background
 - D. Goals and potential of the business and milestones
 - E. Uniqueness of product or service
- Section III: Marketing Analysis and Plan
 - A. Research and Analysis
 - 1. Target market (customers) identified
 - 2. Market size and trends
 - 3. Competition and estimated market share
 - B. Marketing plan
 - 1. Market strategy – sales and distribution
 - 2. Pricing
 - 3. Advertising
- Section IV: Operations
 - A. Detailed description of your products and/or services
 - B. Operating strategies
 - 1. Production
 - 2. Component and/or raw material suppliers
 - 3. Research and Development
 - 4. Future product and/or service offerings
- Section V: Location Segment
 - A. Identify location
 - 1. Advantages
 - 2. Zoning
 - 3. Taxes
 - B. Proximity to suppliers
 - C. Access to transportation
- Section VI: Management
 - A. Management team – key personnel
 - B. Legal structure – stock agreements, ownership, etc.
 - C. Board of directors, advisors, consultants, etc.
- Section VII: Critical Risks
 - A. Potential problems
 - B. Obstacles and risks
 - C. Strategies for overcoming risks
- Section VIII: Milestone Schedule
 - A. Time and Objectives
 - B. Deadlines and milestones
 - C. Relationship of events
- Section IX: Financial Plan Summary
- Section X: Exit Plan and Offering
- Section XI: Detailed Financials (Detail for 1 year and annually to year 5)

- A. Profit and loss
- B. Cash flow
- C. Break-even analysis
- D. Cost controls
- E. Budgeting plan
- F. Use of funds

Section XII: Appendix

Judging Requirements:

- The purpose of the company
- The products and/or services your company provides
- The market and marketing strategy
- Financial summary
- Special Consideration
 - For Students
 - If your business includes technology research and development aspect
 - If individual resides or attends school in York County, PA

Purpose:

- What purpose does your company fulfill?
- Give a brief summary of your company's history or future. Please include current status of company.
- State your company's overall strategy and goals.
- If you are currently in business, describe your revenue growth and closeness to profitability.

Products/Services:

- What is the product that you will be giving to your consumers?
- What are the prices of your products/services?
- Describe the current status of the product: research, ordered, shipped, already in use.
- Articulate any issues with current products/services with consumers, environment, or any other as necessary.

Marketing Objectives:

- Describe what your ideal market of consumers would be? What might be some of the challenges for achieving those goals?
- What do you believe will be the demand for your product/service from the local community?

- Are there any competitors in the area? If so, how do you plan to make yourself more desirable to the consumers than your competitors?
- How do you plan to penetrate the market and get your product out in the local community?

Financial Summary:

- How much funding are you planning on raising, have currently and need to be completely operational?
- How much does the product/service cost you?
- Describe how much will your products/services cost to the consumer.
- Simple projection of sales, revenues, income and expenses over a 3-5 year period is required. State and briefly justify your financial assumptions.
- If you are an existing business, include a past financial history.

Rules:

- The decisions of the judges are final, including interpretation of the rules.
- All business plans submitted will be treated as confidential. However, we cannot guarantee complete confidentiality for proprietary matters. Therefore if a person is concerned about this matter, we strongly encourage the person to consider obtaining a copyright, or patent for confidentiality. Ultimately, the responsibility of the protection of your plan is yours.
- For updates to rules and regulations, please see www.yorkkiz.org

Prizes:

- Over \$5,000 in prizes will be awarded.
- In addition to the cash prize, winners will earn the opportunity to meet with expert mentors, go through a challenging competition that will help develop their plans into solid businesses, and meet with influential members of the York business community to explore funding, legal issues and more.

Business plan writing assistance:

- See the York Keystone Innovation website www.yorkkiz.org for a full list of service providers.