



## GUIDELINES FOR THE 2019

### EDWARD K. ALDAG, JR. BUSINESS PLAN COMPETITION

Date	What we need
March 8, 2019	Complete the intent to participate form on the AEI web site
March 8, 2019	Complete the summary of your business idea information sheet located on the AEI website.
March 18, 2019	Submit your draft presentation
March 24, 2019 at midnight	Final presentation due. All presentations will be loaded computers ahead of time.
March 26, 2019	7:30 am – Start with registration and welcome meeting.





## **BUSINESS PLAN POWERPOINT 10-MINUTE PRESENTATION SHOULD INCLUDE:**

- Introduction or summary of the business
- Description of the problem that the business is trying to solve
- Details about the offering (product or service); include information about the current stage of development
- Intellectual property status (e.g., patents, trademarks, etc.).
- Market analysis (market size, potential market size, key customers, target market, competition)
- Competitive differentiation – what makes your business / idea unique?
- Sales and marketing plan - how will you get to your market and close sales?
- Operating strategy – how will the offering be developed and delivered?
- Management Team (bios, relevant experience)
- Financial highlights – cash flow, income statement, balance sheet (summary data needed for presentation).
- Offering of the company – investment needed, use of funds

### **HOW TO GET SOME HELP WITH YOUR PRESENTATION**

- Work with your faculty advisory (if applicable).
- Make an appointment with the team at the EDGE; we can meet with your team individually or you can attend one of our workshops. See the AEI web site to learn more. We can share sample presentations from other events.

Contact: Alabama Entrepreneurship Institute  
2627 10th Avenue  
Tuscaloosa, AL 35401  
(205) 348-3343  
[mrlarsen@cba.ua.edu](mailto:mrlarsen@cba.ua.edu)

