# 2019 Edward K. Aldag, Jr. Business Plan Competition

## Guidelines

<table>
<thead>
<tr>
<th>Date</th>
<th>What we need</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 8, 2019</td>
<td>Complete the intent to participate form on the AEI website.</td>
</tr>
<tr>
<td>March 18, 2019</td>
<td>Submit your draft presentation.</td>
</tr>
<tr>
<td>March 24, 2019</td>
<td>Final presentation due. All presentations will be loaded computers ahead of time.</td>
</tr>
<tr>
<td>March 26, 2019</td>
<td>7:30 am – Start with registration and welcome meeting.</td>
</tr>
</tbody>
</table>
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 HELP WITH YOUR PRESENTATION

- Work with your faculty advisory (if applicable)
- Make an appointment with the staff at the EDGE; we can meet with your team individually or you can attend a workshop. See the AEI website 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