



2020 EDWARD K. ALDAG, JR. BUSINESS PLAN COMPETITION

Rules

- Entrants may compete in the student competition if at least one student is on the team (in a substantial role such as a founder, not an intern); AND that student is currently enrolled at The University of Alabama, or that student graduated from The University of Alabama within the past 12 months. If both of these criteria are met, it is okay to have non-student members on the team and still compete.
- We have hosted a community-track to this competition in the past. This year the community competition will likely be moved to a separate date and location. The community competition details are still being finalized, and a link will be posted here as soon as the competition details are solidified.
- A given team can only compete in one of our Spring competitions.

Schedule

| Date | What we need |
|---------------------|---|
| March 11, 2020 | Complete the intent to participate form on the AEI website. |
| March 26, 2020 | Submit your draft presentation. |
| March April 8, 2020 | Final presentation due. All presentations will be loaded computers ahead of time. |
| April 14, 2020 | 7:30 am – Start with registration and welcome meeting. |

***All deadlines are 11:59 PM CST on the date listed**





**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.

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