



## 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.
- Previous grand prize winners are unable to compete for the same idea again.
- Previous competitors (including 1st-prize and below) can compete with the same idea as long as they've made significant progress since the last year.
- A team can only compete in one of our Spring competitions.

### Schedule

Date	What we need
March 11, 2020	Complete the intent to participate.
March 26, 2020	Submit your draft presentation.
April 8, 2020	Submit your final presentation. 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





## **10-MINUTE BUSINESS PLAN POWERPOINT 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  
[jsahib@cba.ua.edu](mailto:jsahib@cba.ua.edu)

