2020 EDWARD K. ALDAG, JR.
BUSINESS PLAN COMPETITION

Eligibility

- A team can only compete in one of our Spring competitions.
- 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 last year.
- Additionally, all of the following conditions must be met:
  - At least one student is on the team in a substantial role such as an executive, or co-founder.
  - At least one student serving in a substantial role is currently enrolled at The University of Alabama or graduated from The University of Alabama within the past 12 months.
  - The business idea is primarily student-led, although students can work with faculty or people outside the university, to compete for prize money, the idea must be a student business (as in one or more students are part of the founding team).

Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>What we need</th>
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<tbody>
<tr>
<td>March 11, 2020</td>
<td>Complete the intent to participate.</td>
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<tr>
<td>March 26, 2020</td>
<td>Submit your draft presentation.</td>
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<tr>
<td>April 8, 2020</td>
<td>Submit your final presentation. All presentations will be loaded computers ahead of time.</td>
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<tr>
<td>April 14, 2020</td>
<td>7:30 am – Start with registration and welcome meeting.</td>
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*The first three deadlines are at 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
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