



CHALLENGE GUIDELINES

GUIDELINES:

The entrant is required to submit a completed business plan in either hard copy, Microsoft Word, or Adobe PDF format that includes the items listed below in the format shown. This is provided as a guideline and some areas may not be applicable to certain types of businesses or for the current level of operation, i.e.: human resources, some financial figures. Submissions must also include a signed copy of the Non-Disclosure Agreement (a signed copy to be returned to the applicant) and a Non-Proprietary description of the business reflected by the submitted business plan. Please read these full guidelines and the official competition rules and criteria, prior to submission, to ensure inclusion in the competition.

OVERVIEW:

Your business plan and executive summary should clearly answer these questions:

- What is the nature of your business idea?
- How it is a technology, science, and/or knowledge focused business?
- What makes it innovative?
- Who will benefit?
- In what general market will your business compete?
- What research have you conducted that indicates novelty, commercial viability, and marketability?
- What services and help will be required to implement your business plan?

FORMAT:

NON-PROPRIETARY DESCRIPTION: (Separate from business plan)

This is a non-confidential, basic overview of who the applicant is as well as what their business idea involves. The details involved in this description will be used for marketing and promotional purposes as outlined in the official competition rules and Section 1 (b) (iv) of the non-disclosure agreement.

BUSINESS PLAN:

COVER PAGE

The Title Page should contain the following information:

- Company Name
- Applicant Name(s)
- Graduating Year and NAIT Program
- Student ID number
- Address
- Telephone number
- E-mail address
- Date of Submission

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Executive Summary should be 1-3 pages long and include:

- Company Overview
- Business Concept
- Industry Analysis
- Market Analysis
- Marketing
- Human Resources (if applicable)
- Financials
- Fund Allocation

This should be an explanation of what your business is, including potential products, services, and/or technology. Provide a clear description of the industry in which your business will compete, describe how the business is technology, science, and/or knowledge focused, and what makes the idea innovative (new and creative).

COMPANY OVERVIEW

Company background, history, vision statement, mission statement, goals, objectives, product and service summaries, legality's.

MARKETING PLAN

Industry analysis, market analysis, target markets/ customers, competition analysis, competitive advantage of products and services, product and service details, pricing strategies, distribution strategies, promotional strategies.

HUMAN RESOURCES

Management team, staff, support group/ advisory board, payroll details.

OPERATIONAL PLAN

Land and building requirements, equipment, communication systems, vehicles, insurance, bank charges, bookkeeping and accounting activities, office supplies, maintenance and repairs, regulations and licenses.

FINANCIAL STATEMENTS

Start-up costs, growth rates and assumptions, cash flow forecast, pro forma income statements, balance sheets, financing strategies, break-even analysis.

APPENDICES

Documents, quotes, research tools (ie: surveys), charts, financial schedules, and/or floor plans supporting the business plan.

SUBMISSIONS:

All submissions must be accompanied by a non-disclosure agreement which can be downloaded at www.novanait.ca/hatch. This agreement can be submitted by any of the above means but requires a signature. Once received, it will be signed on behalf of the YTP-Hatch Business Plan Competition and a copy will be returned. Submissions must also include a non-proprietary description as outlined above and in the official competition rules.

All entries must be received no later than **5:00 p.m. Thursday January 12, 2012**. Competition entries submitted after the closing date will not be accepted for the competition. NAIT and novaNAIT are not responsible for lost or misdirected entries.

Submission of contest entries will be accepted in person to Bernard Johnson (780) 378-6183, electronically at cporter@nait.ca, by fax (780) 378-2876 Attention: Colleen, or by mail to:

Bernard Johnson
novaNAIT – Applied Research and Technology Transfer
W207
11762 – 106 Street NW
Edmonton, Alberta, Canada
T5G 2R1

Please note: Chosen applicants will be required to present their business plan to a panel of judges after the closing date. The Phase II presentation must include commercial & technical viability, marketability, and potential for economic impact in Alberta.

By entering this challenge you certify that:

- a) the entrant(s) has the right, full power and authority to all aspects of the technology, product or business idea;
- b) the entrant(s) is the only originator of the technology, product or business idea and the entrant(s) knows of no other person(s) that participated in the creation or improvement of the technology, product or business idea;
- c) the entrant(s) has done no act or thing whereby any of his or her interest in and to the technology, product or business idea may be cancelled or determined invalid, nor has the entrant, to the best of his or her knowledge, information or belief, encumbered or alienated the same or any interest therein and the technology, product or business idea is now free and clear of any mortgages, liens, pledges, charges, security interests, encumbrances, actions, claims or demands of any nature whatsoever or howsoever arising which are claimed by any person by, through, or under the entrant.

Further, you have read and agree to the Hatch Official Competition Rules. By providing a submission you consent for your non-proprietary description (outlined above) to be disclosed for the purposes indicated by the Hatch Official Competition Rules.



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JR SHAW
SCHOOL OF BUSINESS

