

2018 NaperLaunch Business Plan and Pitch Competition

Official Rules and Judging Criteria

1. **Entry Form Deadline** – Competition entrants must submit the entry form by the due date to kpalmer@naperville-lib.org. A link to the entry form is found at <https://www.naperlaunch.org/small-business-week>. The 2018 competition shall be known as **NaperLaunch BPPC 2018**.

Entry applications must be submitted by midnight, March 15, 2018 via email!

2. **Plan Submission Deadline** – Business Plans must be submitted via email to kpalmer@naperville-lib.org by **midnight April 1, 2018**.
3. **Age** – All **NaperLaunch BPPC 2018** applicants, whether individuals or members of a team, must be 18 years of age or older. Documentation may be required.
4. **Location** – The business proposed in the **NaperLaunch BPPC 2018** entry form must operate from and headquarter in DuPage, Will, Kane or Kendall County.
5. **Residency** – All individual applicants and team members must be legal residents or U.S. citizens. All individual applicants and/or team leaders must have a legal residence in DuPage, Will, Kane or Kendall county. Documentation will be required of the finalists.
6. **Start Ups Only** – All businesses must have ideas or business models in the start-up phase. Operating businesses that have earned more than \$10,000 in revenue are not eligible to enter the competition.
7. **For-Profit Businesses Only** – **NaperLaunch BPPC 2018** is a business plan competition for for-profit businesses. Non-profits are not eligible to enter.
8. **Individual and Team Entry** – **NaperLaunch BPPC 2018** entrants may enter **only once**, either as an individual or as part of a team. The plan submission must list all individuals on the team.

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9. **Meet with a Business Advisor** – Each applicant must meet at least once with a business advisor during the Competition. Advisors are Naperville Public Library Business Services Team members or a NaperLaunch Mentor.

10. **Judging Criteria** – Applicants are responsible to read and become familiar with the Official Rules and Judging Criteria and Elements of a Business Plan template.

11. **Ineligibility** – Employees or their family members from The Naperville Public Library are not eligible to enter **NaperLaunch BPPC 2018** either individually or as any part of a team.

12. **Finalists** – Finalists will be asked to provide their 2017 tax return and proof of residency.

13. **Disbursement of Funds** – Prize money will be awarded to each winner following the end of the competition. The winning **NaperLaunch BPPC 2018** entrant or team will have sole responsibility for deciding how to allocate or otherwise use its prize proceeds.

Please note that the awards are taxable and that The Naperville Public Library must have each winner's Social Security number before a check can be issued.

14. **All decisions of the judges are final.**

15. **Confidentiality** – By the submission of a Business Plan, entrants understand and agree that a short description of the Business Plan will be considered a “public summary” of the plan and may be used in public documentation related to the competition. The Library will provide a copy of business plans to competition staff and judges, and will inform them that no additional copies are to be made.

16. **Judging Criteria** –

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Elements of a Business Plan Template – Written business plan submissions should include the following sections. Plans will be judged on how well these sections are addressed:

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| a. Executive Summary | i. Competition |
| b. Company Mission Statement | j. Risk |
| c. Company and Founders' Background | k. Marketing, Sales & Promotion Plan |
| d. Direction | l. Operations Plan |
| e. The Ask | m. Management Team |
| f. Reasons to Participate | n. Pro-forma Financial Statements (Income, Cash-Flow, Balance Sheet) |
| g. Launch or Expansion Strategy | |
| h. Market Research and Conditions | |

For those participants who are invited to make a pitch in the semi-finals or finals rounds, the pitch will be judged on how well the presentation addresses the following categories:

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| a. Company Purpose | f. Competition |
| b. Problem | g. Product |
| c. Solution | h. Business Model |
| d. Why Now | i. Team Financials |
| e. Market Size | |