

**COASTAL BEND**  
**Business Plan**  
**COMPETITION**

**2013**

# GUIDELINES

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**ORGANIZATIONAL PARTNERS:**

**Del Mar College Small Business Development Center**  
**SCORE Counselors to America's Small Business**  
**Young Business Professionals of the Coastal Bend**  
**Corpus Christi Evening Rotary Club**  
**Corpus Christi Regional Economic Development Corporation**

**HIGHER EDUCATION PARTNERS:**

**Del Mar College Division of Business, Professional and Technology Education**  
**Texas A&M University – Corpus Christi, College of Science and Engineering**  
**Texas A&M University – Corpus Christi, Office of Community Outreach**  
**Texas A&M University – Kingsville, Frank H. Dotterweich College of Engineering**

**ADMINISTRATED BY:**

**The Texas A&M University – Corpus Christi**  
**Coastal Bend Business Innovation Center**  
10201 S. Padre Island Dr. • Corpus Christi, TX 78418  
Tel: 361-653-2575  
[www.coastalbendinnovation.com](http://www.coastalbendinnovation.com)

## Committee

### **Committee Chair**

Ms. Sandy Billish

### **Committee Vice-Chair, Corpus Christi Regional Economic Development Corporation**

Ms. Emily Martinez

### **Committee Secretary, Del Mar College Small Business Development Center**

Ms. Ann Fierova

### **Committee Treasurer, Corpus Christi Evening Rotary Club**

Dr. Haysam Dawod

### **Program Administrator, Coastal Bend Business Innovation Center**

Bill Cone

### **SCORE Counselors for Small Business**

Mr. Ralph Coker

### **Young Business Professionals of the Coastal Bend**

Mr. Steve Deases

Lori Garza

### **Del Mar College Division of Business, Professional and Technology Education**

Dr. Larry Lee, Dean, Division of Business, Professional and Technology Education

Dr. Warren Knox, Department of Computing Sciences & Information Technology

### **Texas A&M University – Corpus Christi, College of Science and Engineering**

Dr. LD Chen, Associate Dean of Engineering & Computing Sciences

Dr. John Fernandez, Department of Computing Sciences

### **Texas A&M University – Kingsville, Frank H. Dotterweich College of Engineering**

Dr. Stephan J. Nix

### **Texas A&M University – Corpus Christi, Office of Community Outreach**

Dr. James Needham

### **3 Dimensional, LLC**

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## COMPETITION OVERVIEW

The Coastal Bend Business Plan Competition (the Competition) is a three-phase business plan competition coordinated and supported by the Coastal Bend Business Plan Committee (the Committee) which encompasses various Coastal Bend economic development entities including those listed on the front page of this document. It is administratively coordinated by the Texas A&M University – Corpus Christi, Coastal Bend Business Innovation Center (CBBIC). The Competition is an opportunity for entrepreneurs to develop business plans that will build new technology-driven<sup>1</sup> ventures into the Coastal Bend. For information about the Competition not provided in these Guidelines, please e-mail Sandy Billish at [Sandra.Billish@tamucc.edu](mailto:Sandra.Billish@tamucc.edu) or contact by phone 361-825-3535.

A business plan is a comprehensive document that provides an organized view of a specific business idea. A business plan should reflect the vision of a market opportunity and serve as a blueprint for the future development of the proposed business.

One-on-one assistance in preparing a business plan is available through:

1) The Small Business Development Center (SBDC) at Del Mar College (361-698-1021). The SBDC also provides free workshops on various components required to develop a business plan. Competition participants are strongly encouraged to attend (if not previously attended) one or more of the workshops listed on the SBDC website. A schedule of workshops is listed below and registration information is available online at: [www.delmar.edu/sbdc](http://www.delmar.edu/sbdc).

### **SBDC Workshops:**

Starting a Business Step by Step

How to Write a Business Plan

Your Personal Credit & Finances for Your Small Business

Basic Bookkeeping for Your Business

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<sup>1</sup> Technology: the branch of knowledge that deals with the creation and use of technical means and their interrelation with life, society, arts, engineering, applied science and pure science.

2) SCORE (361-879-0017 Ext. 22). Information about SCORE and their counseling services is available at <http://www.score-corpus-christi.org>. Additional information can be obtained by contacting their offices via email at: [score221@sbcglobal.net](mailto:score221@sbcglobal.net).

3) Student assistance is also available through the Young Business Professionals of the Coastal Bend by calling 361-825-3750 or online at: <http://www.ybpcb.com>.

The Committee reserves the right to cancel the Competition at any point, at the sole discretion of the Committee and/or judging panel, if there is insufficient quality or quantity of business plans to proceed. The determination of the Committee and/or judging panel will be final.

Judges will score all finalists according to the Competition criteria and may or may not recommend any winners. Notification that a business plan is selected as a finalist does not mean that the panel must award any winners.

### **Prizes**

In order to encourage contestants to submit quality business plans for the Competition, The Committee will award the winner(s) with a package of in-kind products and services donated by local businesses and organizations designed to fulfill some of the needs of a business start-up. In-kind prizes will be distributed as appropriate. In addition, the winner will be accepted into CBBIC business incubator program.

The core prize package is detailed in Appendix V and will be sent with Phase II notifications.

Award agreements will require appropriate evidence of implementation of milestones outlined in the winning business plan before awards will be distributed.

### **Eligibility Requirements**

Any individual or multi-person team is eligible to participate in the Competition. Contestants must submit an original, viable business plan for the creation of a new business driven by an innovative new technology or for an existing business to launch an innovative technological improvement to an existing product or service.

Contestants' plans must be committed to economic development and job creation in the Coastal Bend. The business plan must provide evidence that the proposed venture will produce a positive, long-term economic impact in Coastal Bend.<sup>2</sup>

## COMPETITION PROCESS

The Coastal Bend Business Plan Competition will be conducted in three phases: I) Business Plan Overview, II) Final Business Plan and III) Invited Presentation. See **Appendix I** for complete competition schedule.

Following are the specific requirements for all three phases. Contestants selected as finalists will be invited to make a presentation of their final business plan to a judging panel.

### **Phase I: The Business Plan Overview**

Phase I is open to all interested contestants who meet the Competition's eligibility requirements outlined above. Contestants must submit a written Business Plan Overview of their proposed business plan. (**Appendix II**)

Submissions must be submitted to Pitchburner as outlined on our website no later than:

5:00 P. M. November 30, 2012

The Business Plan Overview (2 single side pages maximum, 12 point font, and single-spaced text) must be an overview of the proposed business plan, with up to four charts, diagrams, and/or tables as an appendix. Charts, diagrams, and tables are not required; however, if submitted, they must provide support for the following elements.

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<sup>2</sup> The Coastal Bend is officially defined as 12 counties in the South Texas area as identified by the Coastal Bend Council of Governments including: Aransas, Bee, Brooks, Duval, Jim Wells, Kennedy, Kleberg, Live Oak, McMullen, Nueces, Refugio, and San Patricio.

The Business Plan Overview should briefly address each of the following business plan essential elements. Contestants selected to continue in the Competition will be required to elaborate on the following elements during the next phase of the Competition.

- **The market problem** – Focus on the need in the market for the proposed product or service
- **The product/service idea** – Describe how the product or service will solve the market problem identified in the first element
- **The market served** – Describe all targeted customers and market areas to be served
- **The customer value** – Describe the value of the product or service to the target markets and discuss the competitive advantages of the proposed product or service
- **Revenue generation** – Describe how the business will generate revenue
- **Economic impact for the Coastal Bend** – Describe the economic impact on the Coastal Bend resulting from the success of the venture. Scoring criteria will include the creation of new primary<sup>3</sup> jobs.

A committee of judges will select semi-finalists using the above element criteria. Semi-finalists will be invited to participate in Phase II.

### **Phase II: Final Business Plan**

Phase II is only open to contestants who have been notified by the Committee that they have been selected as a semi-finalist. Notifications will occur on or before **January 4, 2013**. To compete in Phase II selected contestants' competition materials must be received no later than **April 19, 2013**. Materials should be submitted to:

Pitchburner as outlined on our website.

Competition materials must include:

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<sup>3</sup> Primary jobs are defined as jobs that produce goods and services in excess of what can be consumed by the local market. Those goods not consumed by the local market are exported to other markets in exchange for money, or export income and thereby bringing new wealth into the community.

1. A check for the \$25.00 entry fee made payable to Corpus Christi Evening Rotary Club, the organization responsible for receiving and handling the money on behalf of the competition along with a hard copy of your final Business plan to be submitted to the Coastal Bend Innovation Center 10201 South Padre Island Drive, Corpus on or before 5 p.m. April 19, 2013.
2. Each contestant must also submit a résumé (no more than two pages) which includes complete contact information (address, phone, email and website URL).
3. Entry Agreement (Appendix III)

The Final Business Plan must not exceed 20 single sided pages (12 point font, single-spaced text) and graphics, with no more than 10 pages of appendices. The Final Business Plan must completely address all the following required parts of the business plan. These items will be refined further during Phase III by contestants selected as finalists.

- **Executive Summary** – Include a brief summary of the highlights of the plan, including the financial needs and equity investment information; contestants should also highlight management expertise, target customers, and market analysis.
- **Business Description** – Give the name and location of the business; discuss principal owners, the legal structure and the type of business. This part of the plan should also provide details on the products and services offered, and discuss the major strengths and challenges facing the business, along with strategic goals and objectives.
- **Operations Plan** – Discuss in detail the physical facility requirements, labor needs, and identify primary and secondary suppliers.
- **Management Profile** – Discuss the relevant personal history of owners, managers, and other key personnel. Describe job duties and responsibilities, and how personnel will be compensated. Discuss any available resources that the company has access to for advice such as attorneys, CPAs, bankers, consultants, association memberships, insurance professionals, etc.



- **Market Analysis** – Discuss marketing trends for the industry or field in which the business will compete, to include the life cycle of the industry or products. This section should also discuss the overall market in which the business will compete, along with the target customers. It should thoroughly analyze competition and discuss the product or service differentiation or competitive advantage.
- **Sales Strategy** – Discuss pricing policy and the method of distribution for the product or service. Include a detailed discussion of promotional efforts, including advertising, marketing, and other publicity.
- **Financial Analysis** – Discuss startup costs, sources and uses of funds, and include an income statement, balance sheet, cash flow and a capital equipment list, along with assumptions used to arrive at estimates.
- **The Coastal Bend Economic Impact** – See definition in the Business Overview section and describe how proposed business meets the definition.

The judges will select the finalists, who will be invited to participate in Phase III of the Competition. Notification will be No later than **May 3, 2013**

***NOTE: Selection as a finalist does not guarantee that the contestant will be entitled to awards.***

### **Phase III: Invited Presentation**

Phase III is only open to contestants who have been notified by the Committee that they have been selected as a finalist. To compete in Phase III of the Competition, each final contestant must make a personal presentation of the Final Business Plan to a panel of judges on **May 20, 2012**.

An invited presentation will be no longer than 15 minutes followed by a 15 minute question and answer period with the judges. The presentation will be open to the public. Presentations should not include proprietary or “secret sauce” material.

Presenters will be provided a computer with PowerPoint® software and a screen for presentations. Invited presenters will be provided additional instructions and presentation requirements upon notification to prepare for Phase III.

### **JUDGING PROCESS**

Judges will determine which contestants will move from Phase I to Phase II and will invite selected finalists to present their Final Business Plan before a panel of judges. All decisions are final.

A Judging Panel will be assembled from a pool of successful entrepreneurs, business leaders, financial professionals, and other economic development supporters in the Coastal Bend. Judges will disclose to the Panel any potential conflicts of interest with entrants before the Final Business Plan is presented to ensure impartiality. In the event of a conflict of interest, that Judge will not participate in the evaluation of the Business Plan or Presentation. All decisions of the Judging Panel are final.

Judges will score all semi-finalists according to competition criteria, and may recommend contestants to move forward as finalists to Phase III of the Competition.

During Phase III, all selected finalists will be invited to make a personal presentation of their final business plans to the judging panel. Judges will score all finalists according to the Competition criteria and may or may not recommend any winners.

The Committee reserves the right, in their sole discretion, to cancel the Competition at any point if there is insufficient quality or quantity of business plans to proceed. The determination of the Committee and judging panel will be final.

## Appendix I

### Competition Schedule

<b>Competition Opens .....</b>	<b>October 2, 2012</b>
<b>Texas A &amp; M Corpus .....</b>	<b>October 2, 2012</b>
<b>Texas A &amp; M Kingsville.....</b>	<b>October 3, 2012</b>
<b>Business Plan Overview due.....</b>	<b>November 30, 2012</b>
<b>Notification of Semi-Finalists .....</b>	<b>January 4, 2013</b>
<b>Final Business Plan due .....</b>	<b>April 19, 2013</b>

**Notification of Finalists/Invited Presenters ..... May 3, 2013**

**Presentation Date..... May 20, 2013**

**Announcement of Presentation Results ..... May 22, 2013**

## Appendix II

### Phase I: Pre-Entry Form

By submitting the required *Business Plan Overview* under The Coastal Bend Business Plan Competition, each contestant listed below agrees to all of the following conditions.

#### **Originality of Plan**

The ideas and concepts set forth in the submitted documents are the original work of the contestant(s), and the contestant(s) is/are under no agreement or restriction that prohibits or restricts a contestant's ability to disclose or submit such ideas or concepts to the Competition.

#### **Compliance with Guidelines of the Competition**

By signing below, each contestant named below certifies that he/she has read the Competition guidelines, and that the team or individual represented by this entry agrees to abide by the guidelines and the decisions of the Committee and the Judging Panel. The Committee and the Judging Panel reserve the right, in their sole discretion, to disqualify any entry that violates the Competition guidelines or does not meet the minimum measures of quality, viability, or feasibility set by the Committee and the Judging Panel.

#### **Waivers and Releases**

Each contestant understands that the Committee and judges are volunteers and are under no obligation to render any advice or service to any contestant. Contestants also understand and agree that the legal protection of the ideas and plans submitted by the contestants to the Competition is the sole responsibility of the contestants.

The Committee and judges will comply with the requirements regarding the confidentiality of the business idea and plans submitted by the contestants. In consideration of the time, expertise, and other resources provided by the Committee and judges to the Competition, each contestant hereby voluntarily releases each Organizer and/or Judge from any further liabilities, responsibilities, and accountability relating to or arising out of such Organizer's and/or Judge's participation in the Competition.

To the fullest extent allowed by law each contestant agrees to all of the following:

- Contestants assume all risks associated with participation in the Competition, and waive and release all claims that may arise in a contestant's favor against the Committee and/or the judges as a result of participation in the Competition.
- Contestants agree not to sue the Committee and the judges upon any claims that may arise from participation in the Competition.

**DISCLAIMER**

**The Competition Committee reserve the right to cancel the Competition at any point if, in the judgment of the Committee or judges, there is insufficient quality or quantity of business executive summaries or business plans to proceed. The determination of the Committee and judges will be final.**

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Business Name

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Contestant Signature

Date

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Printed Name