



2010 ST. LOUIS REGIONAL BUSINESS PLAN COMPETITION

SPONSORED BY EDWARD JONES
PRESENTED BY ST. LOUIS COUNTY ECONOMIC COUNCIL

Business Plan Guidelines

By March 19, 2010, the semi-finalists will be invited to submit ten copies of their full plans to St. Louis County Economic Council, 121 South Meramec, Suite 900, Clayton, Missouri 63105, Attention: Deborah Meise.

COMPLETE PLANS ARE DUE BY APRIL 16, 2010.

Writing your business plan is an ongoing process and should not be left to the end. Please adhere to the following guidelines:

- Plans should be printed in 12-point Times New Roman font on 8 ½-by-11 white paper, using one-inch margins on all sides. Any graphics, tables or charts should be electronically pasted in place.
- Limit your plan to no more than 30 pages of text, including cover page with no more than 15 pages of appendices and exhibits (for a total of no more than 45 pages).
- Plans should be bound by a staple in the top left corner; do not enclose in three-ring binders, plastic covers, wire-o binders, etc.
- Mark your business plan “Confidential.”
- The following sections are required:

Section	Which includes
Cover page	Title of business plan
Table of Contents	Listing of all sections – one page
Executive Summary	No more than two pages and should summarize the business plan that follows
Company Description	Describes product/service and provides history, goals, mission and objectives
Industry Analysis	Characteristics of particular industry – size and growth projections, seasonal factors, special technologies relevant to industry growth, susceptibility to economic factors, regulatory issues, and special practices
Target Market	Profile of target market (Who are your customers? Where are your customers?) Relevant trends, supply and demand factors,

	purchasing patterns, life-cycle patterns, and factors that could alter target market.
Competition	The position of your product or service within the target market, success factors, barriers to entry, existing and emerging competitors
Marketing and Sales Strategy	Sales assumptions and sales model, marketing messages, marketing and promotion tactics, and sales force structure. Include an explanation of business model. Your business model explains how you will generate revenue (e.g., through sales, consulting, licensing, royalties, etc.) and how those will be obtained (e.g., direct sales force, distribution agreements, etc.)
Management	Principals and other key employees, directors, the organization today and what you expect the team to look like at 12, 24 and 36 months after launch. (Resumes go in appendix.)
Staffing	Personnel needs. What skills, training and education must employees possess? Address training needs and costs
Operations	Research and development, plant, equipment, and related facilities, production plans, inventory plans, supply and distribution methods, information systems, and customer service
Milestones	Short-, medium- and long-term goals and exit plans
Financial	Funding requirements and use of funds. Provide three years of annual projected financial statements and interim or actual historical financials if they exist (income statement and cash flow, balance sheets).
Appendices and Exhibits	<i>This is where resumes of all team members belong.</i> Limited to 15 pages. May include names and phone numbers of personal and professional references, industry consultants, surveys, relevant journal and magazine articles, background on the competition, trade show dates, supplier information, and license agreements