



2010 ST. LOUIS REGIONAL BUSINESS PLAN COMPETITION

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

Presentation Guidelines for Finalists

Each team will be given 20 minutes to present its business plan followed by a 20-minute question-and-answer session between the presenting team and the judges. *These time limits will be strictly enforced.*

All team members may be present, but we strongly recommend that no more than two members of the team present.

Equipment needs: The presentation room will be set up with an LCD projector and computer loaded with your *PowerPoint* presentation. You will not be allowed to use your own computer, so please make sure your presentation is compatible for a PC and Office 2007. Any additional requirements cannot be guaranteed. If you have an outstanding reason for additional equipment requirements, please contact the organizers no later than 5 p.m., May 18, 2010.

The following guidelines are intended to provide a presentation format overview; however, please don't feel that you need to follow this format exactly. What is important is that you communicate the key points succinctly.

Business Opportunity Overview

- A clear overview statement of the opportunity (product description, key target customers, key benefits, strengths, sales and marketing strategy, growth/revenue targets, level of funding).

Product or Service Description

- Summarize key technology, concept or strategy on which your business is based.
- What problem does it solve and what benefits does it provide?
- Unique selling proposition.
- Is it protected?

The Team

- Introduce the CEO, key management team, board and advisors and describe their track record.

The Market

- What is the target market – how big, growth?
- What is the nature of the competition and your competitive advantage?
- What is your strategy for accessing the market?

Finances

- Describe the revenue model.
- Provide an overview of actual and projected P&L, balance sheet and cash flows.

Achievements & Objectives

- What successes have you achieved to date?
- What specific measurable targets do you expect to achieve in the next 12 months?
- What goals do you have for the business over the following two years?

Risks

- What are the key risk areas and how are these being addressed?

Funding Requirements

- What funding is being sought, how will it be used and what is the expected rate of return?

Sale of Business

- Who are the likely purchasers of the business, once it has been developed as you expect?