



DEPAUL NEW VENTURE CHALLENGE

Business Plan Requirements

Introduction

The Business Plan is a document that provides the details of your proposed venture. It defines the business opportunity and articulates how the management team expects to seize and execute the opportunity. Among other things, it provides detailed descriptions of the product/service; industry and market; and the marketing, operations, and growth strategies that will be used by the venture.

Guidelines

As a semifinalist, you will receive a copy of the book, "The Successful Business Plan", and its companion financial statement software. You should use the book and software as guides for developing your business plan.

Format & Style

- Each Business Plan must be submitted electronically (hard copies will not be accepted).
- Page Limitations
 - the business plan narrative should be no more than 25 pages, double-spaced, 10-12 point font, Arial or Times New Roman typeface, with 1" page margins
 - financial statements must be no more than 5 pages
 - appendices must be no more than 10 pages
 - **submissions that do not adhere to these requirements will not be accepted**
- Each business plan should include a cover page with all team members' names.
- All sections should be as descriptive as possible, well thought-out, and concise.
- Please remember to make sure the business plan is free of misspellings and grammatical errors.

Judging

The judges will evaluate the business plans based on the *viability* of the plan, defined as the overall likelihood that the proposed team has the capabilities and strategies to develop a sustainable venture. To this point, judges will be encouraged to assume the role of an investor (or donor for non-profit ventures), whereby they would be hypothetically considering whether or not to invest/donate.

*Please email your submission to dnavc@depaul.edu
no later than 5:00pm on Thursday, April 17, 2008.*