

2009

Mark Ain Workshops and Business Model Competition



COMPETITOR'S GUID E

Examples of Scoring Sheets: Written Application and Final Presentation

Mark Ain Business Model Competition
Judging Criteria – Application

TEAM NAME: _____

Each statement is phrased in a positive way. Please indicate whether you agree with the positive statement by using the following scale:
5 = strongly agree, 4 = agree, 3 = neither agree or disagree, 2 = disagree, 1 = strongly disagree

CONCEPT and MARKET	Score (1-5)
1. The one line pitch is compelling.	
2. The product or service is understandable.	
3. The product or service is unique.	
4. The market size is quantified.	
5. Market trends supporting the idea are identified.	
OVERALL OPPORTUNITY	Score (1-5)
6. The value to customers is clear.	
7. Customers are likely to buy the offering.	
8. Competitive advantage is strong.	
9. Sales & marketing strategy is sound.	
10. Intellectual property plans are clearly described (if applicable).	
11. The profit margin and revenue projections are realistic.	
THE TEAM	Score (1-5)
12. The team is strong/intends to strengthen weaknesses.	
13. Team's experience with product or service is clearly stated.	
THE DEAL	Score (1-5)
15. The amount of start-up funding is clearly stated.	
16. The overall business model is realistic.	
17. The team's likelihood for success is high.	
18. The team has a clear plan for using raised funds to reach milestones.	
IN SUMMARY	Score (1-5)
20. The application causes the reader to want to learn more about the venture.	
21. The application shows attention to detail – typos, grammar, etc.	
22. The application is a maximum of two pages.	
TOTAL SCORE	

ADDITIONAL COMMENTS: _____

Mark Ain Business Model Competition
Judging Criteria – Final Presentation

TEAM NAME: _____

Each statement is phrased in a positive way. Please indicate whether you agree with the positive statement by using the following scale:
5 = strongly agree, 4 = agree, 3 = neither agree or disagree, 2 = disagree, 1 = strongly disagree

CONCEPT and MARKET	Score (1-5)
1. The product or service is understandable.	
2. The product or service is unique.	
3. The team understands its competitive advantage.	
OVERALL OPPORTUNITY	Score (1-5)
4. The value to customers is clearly stated.	
5. The market size is sufficient to support this venture.	
6. The venture has potential to be a successful business.	
7. The overall business model is realistic.	
THE PRESENTATION	Score (1-5)
8. The presenter's was passionate.	
9. The presenter's was knowledgeable about product or service.	
10. The team listened to questions and answered effectively.	
IN SUMMARY	Score (1-5)
11. The idea is compelling.	
12. The idea is feasible.	
13. The team should win the competition.	
TOTAL SCORE	

ADDITIONAL COMMENTS: _____



The Mark Ain Business Model Workshops & Competition

The third annual Mark Ain Business Model Workshop Series and Competition, made possible by support from Simon alumnus and entrepreneur Mark S. Ain '67, founder of Kronos Incorporated, provide aspiring student entrepreneurs an opportunity to attend a series of three workshops that provide guidance on articulation of concept, development of business and operational models, and exposure to startup implementation issues. At the conclusion of the workshops, students are encouraged to enter the Mark Ain Business Model Competition, which is open to all University

students. There is a \$50 fee to enter the competition. However, if a team has at least one undergraduate or Simon Entrepreneurs Club member, the fee is waived. The workshops are not a prerequisite for students to enter the competition. After a preliminary judging, selected finalists present their concept, analysis, and recommended business model to a panel of distinguished alumni entrepreneurs and entrepreneurship professionals. The first-place team will be awarded a cash prize of \$10,000; the second-place team receives \$2,500; and the third-place team receives \$1,000.

Key Dates to Remember for 2009

Event	Date	Time	Location
Ain Workshop 1: "Market Need, Opportunity, Idea Formation"* [†] <i>Dennis Kessler, Professor of Entrepreneurship, Simon Graduate School of Business and Co-owner of Friendly's and Burger Kings across upstate New York</i>	Thursday, January 22	4:30–5:45 p.m.	Gleason 318/418
Ain Workshop 2: "Competitive Analysis, Customer Identification, the 4 P's"* [†] <i>Kara Painting, Managing Partner/Creative Director, Dixon Schwabl Advertising</i>	Thursday, February 19	4:30–5:45 p.m.	Gleason 318/418
Ain Workshop 3: "Financials, Cash Flow, Balance Sheets"* [†] <i>Gina Mangiamele, Assistant Director of Education and Counseling, Simon Graduate School of Business</i>	Thursday, April 2	4:30–5:45 p.m.	Gleason 318/418
Submissions for the Mark Ain Business Model Competition Due	Monday, April 27	No later than 4:00 p.m.	1-211 Carol Simon Hall
Mark Ain Business Model Competition Final Presentations and Judging* [†]	Wednesday, May 13	4:00–5:45 p.m.	Eisenberg Rotunda

* Refreshments will be provided to attendees.

[†] Vision credit will be awarded to full-time Simon students for attending.

About the Competition Application Process & Judging

Applications should be a maximum of two (2) pages (excluding a cover sheet) and must be submitted along with a *complete business plan*. Include the following information (*word count is only a guideline*):

- Team/Company Name and Industry (Cover Sheet)
- Team Members (Cover Sheet): *Include full names, management titles, contact information, e-mail addresses, Schools, and class years*
- Management (100 words): *Explain what makes your team ideal to build this business*
- One Line Pitch (30 words)
- Executive Summary (100 words)
- Customer Problem (40 words)
- Your Solution (100 words)
- Target Market (100 words): *Include market size, growth rate, segmentation, and market structure where applicable*
- Marketing & Sales Strategy (100 words)
- Business Model (40 words)
- Competition (100 words)
- Competitive Advantage (100 words): *List barriers to entry, any patents, and/or technology*
- Funds Needed
- Use of Funds
- Financial Snapshot: *Show total revenue, total expenditure and net for each year over a 5-year projection period*
- Exit Strategy
- Appendices: *Include any diagrams that show or demonstrate your product or service*

During the first round of judging, teams are evaluated on the content of their application, and not on their complete business plans. Examples of the judges' scoring sheets can be found on page 4.

Important Note: Applicants may submit business plans that were written for school courses.



Helpful Contact Information

General Inquiries

The Center for Entrepreneurship
 1-211 Carol Simon Hall
 585.276.3500
 cfe@rochester.edu

Simon Entrepreneurs Club
 entrepreneurs@simon.rochester.edu

Idea Generation

Office of Technology Transfer
 611 Hylan Building
 585.275.3998
 Jack Fraser
 jfraser@ott.rochester.edu

Advising and Consulting

Bob Tobin,
 Entrepreneur-in-Residence,
 Center for Entrepreneurship
 1-211A Carol Simon Hall
 585.276.3411
 bob.tobin@rochester.edu

Gina Mangiamele,
 Assistant Director of Education
 and Counseling,
 Simon Graduate School of Business
 204B Gleason Hall
 585.275.8797
 gina.mangiamele@simon.rochester.edu