

TyE: Guidelines, Expectations and Schedule for Business Plan Development and Phase

Communication amongst your team members, mentor and the TyE organizing team is absolutely crucial to your success. Feel free to send us emails or call us with any questions or comments at any time.

TyE Organizing Team members:

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- I. **Judging Criteria:** Your overall score at the end of the competition will depend on the following factors:
 - a. Final presentation (75%): The judges will grade each team on a scale from one to ten on the following factors:
 - i. Concept: How strong is the value proposition? Is the idea providing an innovative solution to a key real-world problem?
 - ii. Business Model: How strong is the execution plan of the company (sales and marketing, pricing, business model) and can the company earn money, if it's a nonprofit, or be a viable solution to make an impact on the community (if it's a social enterprise)?
 - iii. Presentation: How clear, well-defined, and well-delivered is the presentation?
 - b. Final Business Plan (25%): The judges will grade the business plans on the same set of factors as the final presentation: concept, business model, and how well the business is written and how powerfully it conveys the purpose and message behind the idea.
 - c. Although both the business plan and the final presentation must prove why the idea will succeed, we want to emphasize the real-world sales skills in being able to pitch an idea successfully to an investor, a customer, or a potential business partner. Therefore, the presentation is responsible for 75% of the overall score while the business plan is responsible for 25% of the overall score.

- II. **Mock Presentation**
 - a. Saturday, February 27th at 9am at Babson College
 - b. Four judges with backgrounds in venture capital, accounting, legal and corporate
 - c. Teams will be expected to submit a two page executive summary on their business by Wednesday, February 24th, at 10pm so that the TyE team and the judges can have background on the business ideas before the presentations (detailed distribution instruction will be delivered in February). This executive summary will form the first section of the team's final business plan.

- d. Teams should email the presentations ahead of time and also bring a copy on a flash drive to the presentation. No paper copies of the presentations are necessary. More detailed instructions will be given the week before the presentations.
- e. Presentations will be 15min including appx. 3min for Q&A. Since the mock presentation is meant to provide feedback on your business idea, there will be an additional 10-12min allocated for the judges to provide feedback and ask further questions
- f. Teams should be prepared to take proper notes of the judges' feedback so they can leverage it effectively for the final presentations
- g. Note: Nothing from the mock presentation or the executive summary impacts the final overall score

III. Final Business Plan

- a. Due on Monday, March 22nd by 10pm
- b. Should be 10-12 pages in length and cover all the major aspects of your business plan including executive summary, product overview, sales and marketing, growth strategy, financial overview, and team
- c. Each team's business plan will be customized for its own business; however, there are numerous documents and sample business plans on the TyE Website Resources tab to help the teams structure an outline for the business plan
- d. As noted above, the business plan will be 25% of a team's overall score

IV. Final Presentations

- a. Saturday, March 27th in the afternoon (location and exact time TBD)
- b. Five judges with senior positions in venture capital, accounting, legal and corporate backgrounds
- c. Teams should email the presentations ahead of time and also bring a copy on a flash drive to the presentation. No paper copies of the presentations are necessary. More detailed instructions will be given the week before the presentations.
- d. Presentations will be in exact same format as the mock presentation: 15min with appx. 3 min for Q&A and no extra time for feedback from the judges ... this is the grand finale!

V. TyE Awards Gala Dinner

- a. Saturday, March 27th, after the final presentations and at the same location
- b. Dinner will be served an expected attendance of over 200 people including current and former students and their families, TyE sponsors and donors, and friends of TyE and TiE.
- c. The first part of the Gala will be a networking dinner where each team will have a table, or a booth, where they can present their business idea to all the attendees who will be roaming the floor
- d. Top three winners will be announced
- e. There will be two keynote speakers TBD

VI. Schedule Summary (more detailed instructions for these due dates will be sent at a later time and will be posted on the TyE website):

- a. Wednesday, February 24th, 10pm: Executive Summary Due

- b. Saturday, February 27th, 9am: Mock Presentations at Babson College
- c. Monday, March 22nd, 10pm: Final Business Plans Due
- d. Saturday, March 27th, afternoon: Final Presentations (location TBD)
- e. Saturday, March 27th, evening: TyE Awards Gala Dinner (location will be the same as the Final Presentations). Students should be ready to host a booth where they can present their ideas to the attendees during the networking dinner.

VII. TyE Global Competition

- a. First place winner of the TyE Boston Business Plan Competition is eligible to participate in the TyE Global \$50k Business Plan Competition
- b. Date of Competition – Saturday, April 17, 2010
- c. The award will be given at Silicon Valley Annual Conference on May 16, 2010
- d. More details to follow