

ALABAMA Launchpad

Where Business Ideas Take Off!

Phase I Instructions

Welcome to Alabama Launchpad! We hope you enjoy this unique competition, and we wish you the best of luck. **Please read the following instructions very carefully.** If you have questions at any time, please contact the Director of Alabama Launchpad:

Mr. Glenn Kinstler
gkinstler@edpa.org
(205) 943-4709

Each team must pay a registration fee of \$50. Your plan will not be submitted to the Phase I reviewers until payment is received. Teams should pay by credit or debit card using PayPal. There are several links on the Alabama Launchpad website which will take participants to the PayPal processing page. **A PayPal account is not required.**

All submissions must use 10-point font or higher in either Arial or Times Roman font. Teams must set their pages to standard, 8.5 x 11 inch, letter size paper. Margins must be no less than one inch on all sides.

All submissions must be uploaded to the AngelSoft website. This is the same site where you registered. When you are ready to submit your plan, go to <http://angelsoft.net> and log in using your e-mail address and password. Once logged in, click "Edit Application" and scroll down to the "Add Documents" section. Follow the instructions provided and click "Update Application".

It is HIGHLY RECOMMENDED that submissions be made in Adobe PDF format. This will ensure that our reviewers will see your document as you intended. The only other acceptable format is Microsoft Word as a .doc or .docx file. Total size of the entire document **CANNOT EXCEED TWO PAGES.**

Phase I plans should be strictly anonymous, so **names of team members or affiliated institutions should not be included.** This will be double checked before plans are submitted to the reviewing panel.

For Phase I, each team will submit an "executive summary" of their idea. As stated above, **this document should not exceed two pages. The executive summary must cover the following topics in this specific order:**

I. Overview of Idea:

Provide a general overview of the product or service. What is the value proposition? What unmet need is being addressed? If new technology is involved, provide a brief overview of the technology.

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II. Target Market:

What is the target market for this product or service? Is it worth it? What is the current size of the market? Will the market grow in the future?

III. Competition:

Who are the main competitors at this time? Are there other companies or organizations that could enter the market in the future? How is your idea different?

IV. Financial Information & Milestones:

Provide basic financial information for revenue and expenses. How much money is needed to start this business? What are realistic milestones over the next 6 and 12 month periods after the competition?

V. Final Remarks:

Summarize the concept and reiterate any important points. Why do you think the idea can become a viable business?

Three or more reviewers will read your plan and provide feedback. You are encouraged to incorporate the suggestions into your Phase II submission.

Phase I submissions are due by Friday, September 25th, 2009 at 5:00 pm CST. No exceptions. It will take approximately four weeks for the feedback to be sent back to you.

Be sure to contact Glenn Kinstler if you have questions or concerns. **GOOD LUCK!**