

ALABAMA Launchpad

2009-2010 Phase II 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

If you have not yet registered for the competition, please do so at the following link: <http://angelsoft.net/business-incubator/alabama-launchpad>. The registration page asks you several questions about your business idea. This information will not be shared with the judges, but it will help us internally to generate a succinct overview of your business idea. You may not be able to answer every question, but please provide as much information as you can. Put "N/A" or not-applicable for questions that you cannot answer. For the financial questions, simply use zeros if you do not have the information. You do not have to submit your Phase II plan at the time of registration.

Each team must pay a registration fee of \$50. Your plan will not be submitted to the judges until payment is received. Teams should pay by credit or debit card using PayPal. Please visit <http://www.alabamalaunchpad.com/registration.html> for a link to our PayPal payment 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 plans should be e-mailed to Glenn Kinstler (gkinstler@edpa.org) on or before Friday, November 13th.

Please save your file in the following format: "<team name> Phase II". So, if your team name is "ABC Technologies", the file should be named "ABC Technologies Phase II".

It is HIGHLY RECOMMENDED that submissions be made in Adobe PDF format. This will ensure that our judges 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 FOUR PAGES.**

Simple charts, tables and graphs are perfectly acceptable.

PLEASE NOTE!! Phase II 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.

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Your Phase II plan must cover the following topics in this specific order. Some tips are also provided. Remember: four pages maximum!

- **Description of the Business Concept and Business Model**
 - Provide a general overview of the proposed business and business model. In what stage is the proposed business? Concept only, or is the business actually operating? Try to spark interest in the reader.
- **Opportunity/Key Problem to be Solved**
 - What is the problem you and your company are trying to solve? Why will customers pay money for your solution? What is the value proposition? Build your case here.
- **Description of Products and/or Services**
 - Provide a comprehensive overview of the products and/or services your company will offer and how they will be delivered to the customer.
- **Target Market**
 - Provide size (current and projected) and description of your target market. Be as specific as possible. Why are you targeting this group(s)?
- **Competitors and Competitive Advantage**
 - Who are the competitors in this space? How does your solution differ from theirs? Describe your company's competitive advantages/strengths. Do you have any partnerships or alliances that offer advantages?
- **Intellectual Property / Trade Secrets / "Know How"**
 - Describe any relevant intellectual property, technologies, patents, trade secrets, or specific "know how". How can you maintain your competitive advantage and defend against "copy cat" companies?
- **Financial Information & Milestones**
 - Simple revenue projections, costs estimates, plans for break-even. Space is obviously limited, so just provide the very basics. A simple table may help. If you seek venture funding, please describe an exit strategy. Also, describe any milestones you have set.
- **The Management Team**
 - Provide background on each individual on your management team, but do not use specific names. Try to build confidence in the reader that this group can execute the business plan. Describe Board of Directors or Advisory Boards if applicable.
- **Final Remarks (Optional – if space allows)**
 - Try to reiterate your critical points. Try to convince the reader that your business idea will be successful.

Remember, Phase II submissions are due no later than Friday, November 13th, 2009 at 5:00 pm CST. No exceptions. Judging should take approximately four weeks. Semifinalists are tentatively scheduled to be announced on Friday, December 11th.

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