GUIDELINES FOR THE 2018

EDWARD K. ALDAG, JR. BUSINESS PLAN COMPETITION

• Competition is open to all University of Alabama students*
• Grand prize of $50,000; money must be used to start a business
• Additional first, second and third prizes will be awarded

**Submission Timeline:**

<table>
<thead>
<tr>
<th>Date</th>
<th>What we need</th>
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<tbody>
<tr>
<td>March 2, 2018</td>
<td>Complete the intent to participate form on the AEI web site: culverhouse.ua.edu/aei</td>
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<tr>
<td>March 2, 2018</td>
<td>Complete the summary of your business idea information sheet located on the AEI website.</td>
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<td>March 13, 2018</td>
<td>Submit your draft power point presentation</td>
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<tr>
<td>March 20, 2018 at midnight</td>
<td>Final presentation due. All presentations will be loaded computers ahead of time.</td>
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<td>March 27, 2018</td>
<td>7:30 am – Start with welcome meeting.</td>
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BUSINESS PLAN POWERPOINT
10-MINUTE PRESENTATION SHOULD INCLUDE:

• Introduction or summary of the business
• Description of the problem that the business is trying to solve
• Details about the offering (product or service); include information about the current stage of development
• Intellectual property status (e.g., patents, trademarks, etc.).
• Market analysis (market size, potential market size, key customers, target market, competition)
• Competitive differentiation – what makes your business / idea unique?
• Sales and marketing plan - how will you get to your market and close sales?
• Operating strategy – how will the offering be developed and delivered?
• Management Team (bios, relevant experience)
• Financial highlights – cash flow, income statement, balance sheet (summary data needed for presentation).
• Offering of the company – investment needed, use of funds

*At least one team member must be a UA student

HOW TO GET SOME HELP WITH YOUR PRESENTATION

• Work with your faculty advisory.
• Make an appointment with the team at the EDGE; we can meet with your team individually or you can attend one of our workshops. See the AEI web site to learn more. We can share sample presentations from other events.
• See the AEI web site for resources you and your team can use.

Contact:  
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