



Alabama
Entrepreneurship
Institute

The **EDGE**

2019 EDWARD K. ALDAG, JR. BUSINESS PLAN COMPETITION

GUIDELINES

| Date | What we need |
|------------------------------|---|
| March 8, 2019 | Complete the intent to participate form on the AEI website. |
| March 18, 2019 | Submit your draft presentation. |
| March 24, 2019 at 11:59pm | Final presentation due. All presentations will be loaded computers ahead of time. |
| March 26, 2019 | 7:30 am – Start with registration and welcome meeting. |



Culverhouse
College of Business

Last Updated – February 27th, 2019



**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

HOW TO GET HELP WITH YOUR PRESENTATION

- Work with your faculty advisory (if applicable)
- Make an appointment with the staff at the EDGE; we can meet with your team individually or you can attend a workshop. See the AEI website to learn more. We can share sample presentations from other events.

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