



HARVARD | BUSINESS | SCHOOL

HBS BUSINESS PLAN CONTEST

This year marks the 11th year of the HBS Business Plan Contest. This flyer is designed to provide a brief overview of the contest. Complete contest information is available on the Business Plan Contest Website: www.hbs.edu/entrepreneurship/bplan.

The contest is designed to be a capstone learning experience for second-year HBS students, as well as their teammates, who may include students from other schools (e.g., Harvard Medical School, MIT, doctoral candidates in the BioChem Dept., etc.) as well as entrepreneurs or would-be entrepreneurs from the business community. The only requirements are:

- All teams must have at least one HBS second-year student (note that first year students are not eligible to participate in the contest).
- All teams must have a faculty sponsor.

The contest is designed for students who are thinking about starting a business upon graduation, as well as teams that are in more exploratory stages, or who simply wish to get the experience of developing a business plan and presenting it to potential funders.

The contest has 2 tracks – a Traditional Track (TT), for traditional, for-profit businesses, as well as a Social Enterprise Track for nonprofit and for-profit business plans with an explicitly social purpose. In the Traditional Track, an additional prize may be awarded to the best "specialty" business plan, if such a plan is not among the winners. This prize is designed to recognize an innovative plan that may simply require less capital – and be targeting a smaller market – than the more technology-based businesses that venture capitalists often finance (see the TT Business Plan Contest website for more information).

Social Enterprise teams should check the SE Business Plan website for details: www.hbs.edu/socialenterprise/bplan.

The Contest is jointly sponsored by the Arthur Rock Center for Entrepreneurship and the Entrepreneurship Club; the Social Enterprise Track is jointly sponsored by the Social Enterprise Initiative and the Social Enterprise Club.

TT Teams **register for the Contest by February 12, 2007**, and work on their business plans during the second semester. Every team that completes a plan will have an opportunity to present it to a panel of judges (venture capitalists, entrepreneurs, philanthropists and social entrepreneurs). **TT plans are due by March 29** and TT teams will **present to judges on the morning of Saturday, March 31**. The first round of judging will be used to winnow the contestants down to a pool of TT finalists, who will present to a panel of finals judges on the afternoon of **April 23** and then to a School-wide audience later that day, where the winners will be announced.

Winners receive \$20,000 in prizes (\$10,000 in cash and \$10,000 in in-kind service awards), and runners up – and the winner of the "Specialty Plan Prize" – receive \$10,000 in prizes (half cash, half in-kind).

Participating TT teams who enter by February 12, 2007, are eligible to receive up to \$1,000 in expense reimbursement.

Additional details and entry forms are available on the Business Plan Contest web site.