



HBS BUSINESS PLAN CONTEST

This year marks the 12th 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 HBS first-year students, as well as 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 Contest is also open to teams led by, or composed solely of, HBS RC students.

The requirements for participation in the Traditional Track of the Contest are:

- All teams must have at least one HBS student.
- 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 11, 2008**, 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 April 3** and TT teams will **present to judges on the morning of Saturday, April 5**. 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 28** 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 receive \$10,000 in prizes (half cash, half in-kind). This year, thanks to Harvard University's Office of Technology Development, the cash prize will be doubled for any winning plan that contemplates licensing Harvard University technology.

Participating TT teams who enter by February 11, 2008, 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.

Note for RC students: 2007-08 is the first year when the Contest is open to RCs, and this is being done on a trial basis. The Contest has historically been closed to RC students because, while EC students can do the work under the auspices of a field study, for academic credit, this option is not available to RC students, given the nature of the first-year program. RC students should be aware that, while the Contest is sanctioned and supported by the School, it is – for RC students – an extracurricular activity and needs to be treated as such. That is, participation in the Contest shall not compete with your for-credit courses, and no aspect of your participation in the Contest is a legitimate excuse for missing class or for less-than-adequate preparation. Note that EC students are in a different situation, as they are typically doing much of the work involved in underpinning their participation as a for-credit field study. If you are an RC student on a team with ECs, you should be aware of these differing contexts. Finally, because the Contest was designed to serve as a capstone experience for EC students, it dovetails with the EC calendar. If you are an RC student, you should be sure that your participation in the Contest does not conflict with your RC academic activities.



HBS BUSINESS PLAN CONTEST CALENDAR

Date	Event	Location	Time
11/14/07	Teambuilding Mixer HBS students, students from other universities and entrepreneurs from the community at large are invited to attend a teambuilding mixer. We'll have food and drink, and encourage people with ideas to come look for team members (and vice versa).	Hamilton Lg	5:30pm
11/27/07	Panel discussion with past participants What is it really like to participate in the HBS Business Plan Contest? Get the inside scoop as Professor Mike Roberts leads a panel discussion with past contestants. Sasha Novakovich (MBA '99), co-founder of GetConnected.com and current HBS Entrepreneur-in-Residence; Sandra Nudelman (MBA '07), winner of the 2007 Business Plan Contest and co-founder of JudicialIntelligence.com; and Micah Rosenbloom (MBA '03), co-founder of Brontes Technologies will give you an overview of their experiences in the Contest and answer your questions.	Aldrich 209	4:00pm
1/22/08	HELP Session: Using Baker Library Resources > Screen for and do due diligence on companies that are potential competitors, customers or suppliers > Get basic background on an industry > Explore market research and demographic resources > Begin to explore cost and price information	TBD	4:00pm
2/27/08	HELP Session: The Entrepreneur's Legal Workshop In this session, hosted by lawyers who frequently work with HBS start-ups, you will learn about the top legal issues facing founders.	TBD	4:00pm
3/12/08	HELP Session: Pitching Your Plan Paul Baier (MBA '94), entrepreneur and long-time Business Plan Contest judge, will lead this session on how to "pitch" your business plan to venture capitalists and entrepreneurs.	TBD	4:00pm

Check the online calendar for additional dates and details:

www.hbs.edu/entrepreneurship/bplan/calendar.html