

2009 Submission Requirements Confidentiality and Intellectual Property Guidelines

- The authors of the business plan will retain all rights to the plan regarding its use at all times prior to and following the competition except as stated below. Due to the nature of the competition, we will not ask judges, reviewers, staff or the audience to agree to or sign non-disclosure statements for any participant.
- All public sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these public sessions may be broadcast to interested persons through media which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions.
- Queensland University of Technology (QUT), as host of The John Heine Entrepreneurial Challenge, may make photocopies, take photographs, record videotapes and/or audiotapes of the presentations. This includes the business plan and other documents, charts or material prepared for use in The John Heine Entrepreneurial Challenge. Students retain all proprietary rights at all times. The University may use the materials in any book or other printed materials and any videotape or other medium that it may produce, provided that any profits earned from the sale of such items is used by the host university solely to defray the costs of The John Heine Entrepreneurial Challenge Competition. The host university has non-exclusive world rights in all languages, and in all media, to use or to publish the materials in any book, other printed materials, videotapes or other medium, and to use the materials in future editions thereof and derivative products.

Recording of Presentation

The finalist presentations are likely to be recorded on DVD and distributed as promotion for the following year's competition. Therefore, by submitting an entry form, the teams and all its individuals agree to this condition as part of their entry.

New Venture Showcase (incorporating 60 Second Pitch Competition)

On Thursday, 10 December 2009, each team will showcase its venture at a reception for the judges, sponsors, faculty and business leaders. Teams may begin setting up from 3.30pm. The reception will run from 5.30pm until 7pm. Each team is required to nominate a team representative to participate in the 60 second pitch competition, see New Venture Showcase Information Sheet for further details.

Business Plan Summary Guidelines

Business Plans submitted that do not adhere to these guidelines, either in portion, total, text size or composition may be required to resubmit to meet the standard requirements.

Portion of plan	Comment	# Pages
Text	1.5 line spacing with 1 inch top, bottom, left and right margins. The line spacing and font requirement applies to the textual content of the document and not to titles and descriptions accompanying pictures, graphs, tables or worksheets. This excludes the Cover, Table of Contents and Executive Summary.	10 pages
Appendices	Detailed spreadsheets and other appropriate appendices (eg support the findings, statements and observations in the plan)	6 pages
	Total # pages	16 pages

- **One electronic copy** of the final business plan must be submitted to Julie-Anne Sully via email (ja.sully@qut.edu.au) by **COB Monday 16 November 2009**. Teams not meeting this deadline may be disqualified. It is preferred that a word version be submitted to enable the formatting of the business plan to be accurately checked. Electronic versions of all business plans will be circulated to the competition judges in pdf format prior to the competition. Teams may submit a pdf version of their plan with the word document if desired.
- **Five (5) hard copies** of the final plan are due at QUT by COB Friday 20 November. For ease in handling, all hard copies of business plans must be spiral or thermal bound. Ring binders are not acceptable. Hard copies supplied will be used for judging during the competition. It is recommended that teams do not print/ send hard copies of the business plan until the Event Organisers have confirmed that the electronic version meets the entry requirements.
- Plans are limited to no more than 16 pages (not including a cover page or table of contents page). The 16 pages are limited to a maximum of ten pages of text and 6 pages of appendices.
- Page format is 1½ line spacing with 1 inch top, bottom, left and right margins. This line spacing and font requirement applies to the textual content of the document and not to titles and descriptions accompanying pictures, graphs, tables or worksheets. All pages must be numbered excluding the cover page. The cover page must include venture name and university affiliation.
- Detailed spreadsheets and appropriate appendices may follow the text portion of the plan but will be limited to 6 pages. In total, the plan must be **no longer than 16 pages summary financial data and appendices**.
- Financial data (included in the 16 page limit) should include a cash flow statement, income statement, and balance sheet over a 5 year horizon. Include an explanation of the offering to investors indicating how much money is required, how it will be used, and the proposed structure of the deal, i.e., stock, debentures, etc. The team is not required to reveal its desired deal, although the judges may ask questions about it. Also, delineate the possible exit strategies.
- Appendices should be included only when they support the findings, statements and observations in the plan. **All text used in the appendices should be no smaller than #7.5 Arial font with 25mm margins**. The text portion of the plan (10 pages) must contain all pertinent information in a clear and concise manner.
- Judges will use the three-part John Heine Entrepreneurial Challenge Judge's Evaluation form. Part I (valued at 40%) is designed to help assess the written business plan focusing on key elements and the effectiveness of the summary financial data. Part II (20%) assesses the poise and professionalism of the presentation. Part III (40%) evaluates the perceived viability of the venture. This quantitative assessment is meant to complement, not replace, the qualitative evaluation of the judges in their determination of winners.

Plans should be sent to Julie-Anne Sully, Event & Engagement Administrator, Faculty of Business, Queensland University of Technology, GPO Box 2434, Brisbane QLD 4001 or via email ja.sully@qut.edu.au

Presentation Guidelines

- Order of team and individual presentations will be announced at the New Venture Showcase on Thursday 10 December 2009.
- Teams will be allocated a practice time and a practice room on Thursday 10 December and Friday morning 11 December.
- Opening Round 1 of The John Heine Entrepreneurial Challenge Heats Competition will take place in on Thursday 10 December 2009. The Final Round will take place on Friday 11 December 2009.
- In both the Opening and Final Rounds, each team will be given 15 minutes to present its business plan followed by a 20 minute question and answer session. **THESE TIME LIMITS WILL BE STRICTLY ENFORCED.**

- Only student members of the team **are eligible** to participate in the formal presentation of the plan. Other team members (non-presenting) and academic advisors are allowed to be present in the audience of the heat competition for their team's presentation.
- Teams may not observe other teams' question and answer sessions in their division of Heat or Finals competition **until after** they have presented their own plan. A team, once it has finished its presentation, may observe both the presentation and Q&A session of the teams that follow it.
- Equipment needs: Each presentation room will be set up with a data projector and screen. Teams are encouraged to bring power point presentations on CD or thumb drive.

References

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Brisbane Graduate School of Business, QUT, Brisbane, Australia.