



2011 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

On Friday, 9 December 2011, each team will showcase its venture at a reception for the judges, sponsors, business leaders and the general public. Teams may begin setting up from 3.30pm. The reception will run from 5.30pm until 9.30pm.

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	<p>Plans should be submitted as a single, printable PDF file. Plans are limited to no more than 10 pages of text and six pages of appendices (not including a single cover page and single table of contents page).</p> <p>1.5 line spacing with 1 inch top, bottom, left and right margins, 12 point font.</p> <p>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. Plans should be sent to Bobbie Gosse, Event & Engagement</p>	10 pages

	Administrator via email bobbie.gosse@qut.edu.au by COB Monday 14 November 2011 .	
Appendices	Appendices should be included only when they support the findings, statements and observations in the plan. Because of the number of teams in the Competition, judges may not be able to read all the material in the appendices. Therefore, the text portion of the plan (10 pages) must contain all pertinent information in a clear and concise manner.	6 pages
	Total # pages	16 pages

- **One electronic copy** of the final business plan and a one-page executive summary must be submitted to Bobbie Gosse via email (bobbie.gosse@qut.edu.au) by **COB Monday 14 November 2011**. 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.
- Plans are limited to no more than 16 pages (not including a single cover page and single 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, 12 point font. 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
- Financial data (included in the 16 page limit) should include a cash flow statement, income statement, and balance sheet 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. Because of the number of teams in the Competition, judges may not be able to read all the material in the appendices. Therefore, the text portion of the plan (10 pages) must contain all pertinent information in a clear and concise manner.
- Judges will use the four-part John Heine Entrepreneurial Challenge Judge's Evaluation form. Part I (valued at 35%) 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. Part IIII (5%) will be the results of the online voting for the 60 Second Video Pitch (this is not evaluated by the judges). This quantitative assessment is meant to complement, not replace, the qualitative evaluation of the judges in their determination of winners.

Presentation Guidelines

- Order of team presentations will be announced at the Official Welcome Ceremony Thursday 8 December 2011.
- Teams will be allocated a practice time and a practice room on Thursday 8 December and Friday morning 9 December.
- Opening Round 1 of The John Heine Entrepreneurial Challenge Heats Competition will take place in on Thursday 8 December 2011. The Final Round will take place on Friday 9 December 2011.
- 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, computer and screen. Teams are encouraged to bring power point presentations on CD or usb drive.

60 Second Video Pitch Competition

The 60 Second Video Pitch is a new competition requirement in 2011. Each team entry must submit a video pitch that meets the below guidelines. Your venture's 60 second video pitch submission is part of the judging criteria and is weighted 5% of your overall score, therefore it is mandatory.

The videos will be posted on the John Heine Entrepreneurial Challenge website and will be voted on by the public*. A reasonable number of verification measures will be in place, including a registration process and an audit of votes, to ensure integrity of ballot. One vote per person will be counted. The pitch with the most votes will be awarded the 60 Second Video Pitch Award (cash prize).

Rules

- The recorded video is required to be submitted by **Monday 14 November, 2011**.
- Voting will commence on Monday 21 November, 2011 and close on Friday 2nd December, 2011
- The 60 second video pitch that receives the most votes will also be awarded a prize at the Showcase on December 9, 2011.
- One (1) team member only is to feature in a 60 second video pitch of the team's business venture. The pitch must be presented by a team member who is eligible and presenting with your team at the 2011 competition.
- Videos to webcam or of the similar quality are expected. Videos must not be post-produced. An expense limit on \$100 should be placed on this activity, including equipment hire, and only if required.
- No visual aides are allowed. One person to camera only. Your business logo/banner in the background and/ or branded clothing is allowed.

*Public - refers to any person who is not a member of a JHEC 2011 competing team. Members of the wider community, colleagues, fellow students, friends and family are eligible to vote.

References

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