



2010 Rochester Regional BUSINESS PLAN CONTEST & CELEBRATION OF ENTREPRENEURSHIP

Overview and Eligibility

The **2010 Rochester Regional Business Plan Contest** encourages entrepreneurship and recognizes new, high-growth ventures in the Greater Rochester New York Region. This year's event offers contestants a chance at winning over \$50,000 in cash and business service prizes, including a 1st place cash prize of \$25,000. All finalists will receive a customized prize package, as well as significant exposure to the business and investment communities.

Rochester Regional Business Plan Contest Eligibility

The contest is open to for-profit companies headquartered in the Greater Rochester region (Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates Counties). Companies should have a scalable business concept with high growth potential. Companies must be early-stage defined as:

- ◆ Less than \$250,000 of outside cash investment
- ◆ Less than \$500,000 cumulative revenue excluding research grants.*

Prior cash prize winners of Rochester Regional Business Plan contests are not eligible to compete.

* *Consulting companies transitioning to a new product or service may be exempted. Provide details on the application form.*

Registration Process

Companies must register and complete and return the contest application form by Friday, March 5th at 4:00 pm. The contest registration fee is \$150 per company. [Register here.](#)

Judging Process

The selection process is designed to provide contestants with helpful feedback while identifying the region's early stage companies with the greatest commercial promise.

The initial and semi-final selection rounds will be done by panels of community volunteers with expertise in early stage businesses. The initial round selections will be based on the Executive Summary. Eight semi-finalists will be selected to submit their Business Plan and make a verbal Investor Presentation. Five finalists will then be invited to present before a panel of judges consisting of investors and successful entrepreneurs. The winners will be announced at the Celebration of Entrepreneurship luncheon.

The judges, selected from experienced business investors and entrepreneurs, will choose the contest winners based on both the written plans and the verbal presentations. The winning teams will be chosen based on the following criteria:

Business scalability and growth potential	Clear, concise, compelling executive summary and business plan
Probability of success	Compelling investor presentation

Participant Benefits

Benefits of participating in the contest include:

- ◆ Participation in four Business Plan Workshops (up to two people per company). *
- ◆ Company recognition in business plan contest public materials.
- ◆ Written feedback on the executive summary submission incorporating feedback of reviewers.
- ◆ Written feedback on the full business plan if a company reaches the semi-finals.
- ◆ Presentation opportunity with feedback if company reaches the semi-finals.
- ◆ Substantial recognition and community exposure for the five finalists.
- ◆ Chance to win cash and service prizes.

Five finalists will receive customized prize packages, including a \$25,000 cash prize for the first place winner.

*The workshop series is open to non-contestants for \$100.00. [Register here.](#)

Milestones

Contest Announced, Registration Opens	Monday, February 1, 2010
Contest Registration Deadline	Friday, March 5, 2010
Executive Summaries Due	Monday, March 15, 2010
Semi-Finalists Selected	Thursday, March 25, 2010
Semi-Finalist Business Plans Due	Monday, March 29, 2010
Semi-Finalist Presentations	Monday, April 5 – Thursday, April 8 (Tentative)
Finalists Selected and Notified	Friday, April 9, 2010
Finalists Dry Run	Monday, April 26 – Thursday, April 29 (Tentative)
Finals and Awards Luncheon	Friday, April 30

Please contact High Tech Rochester at 585 214-2400 or BusinessPlan@htr.org with questions.

The Planning Committee will resolve issues concerning the contest including eligibility. The committee decision is final concerning any aspect of the Rochester Regional Business Plan Contest.