



# Competition Kit

Business Idea Competition  
March-May, 2009

Version 1.0

## Organizers



McKinsey & Company

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### **Critical Dates**

#### **Business Idea Competition**

March 2-April 27	Kick-offs, Workshops and Networking Events
March 19	Young Entrepreneurs Forum
<b>April 27</b>	<b>Due Date Business Ideas</b>
May 12	Winners Announced
May 19	Award Ceremony

#### **Entrepreneur in Progress Internship**

May 29	Workshop
June 1- June 30	Internships
June 13	<b>Entrepreneur's Summer Boot Camp</b>

#### **Business Plan Competition**

August 3 -September 25	Kick-offs, Workshops and Networking Events
<b>September 28</b>	<b>Due Date Executive Summaries</b>
October 9	Semi-finalists Announced
October 20-November 16	Specialized Workshops
October 20	Mentors Assigned
<b>November 13</b>	<b>Due Date Full Business Plan</b>
November 24	Finalists Announced
December 5	Presentation to Panel of Judges
December 8	Finals Presentation and Winners Announced at the <i>PRVF Annual Conference</i>

## ***Introduction to EnterPRize***

EnterPRize is the most comprehensive and all-inclusive business plan competition ever organized in Puerto Rico whose goal is to bring together all the elements necessary for real venture creation. Our mission is to:

- Provide a platform, together with important tools, resources and networking opportunities, to assist all aspiring entrepreneurs, be they winners or not, in taking their first steps on their “entrepreneurial journey”;
- Facilitate the creation of new ventures with potential for high growth and a global mindset;
- Engage the venture-support community to rally around entrepreneurial innovation and provide the necessary eco-system for its development; and
- Generate a positive economic impact for Puerto Rico by encouraging and nurturing high potential entrepreneurship together with a vibrant private equity market.

By igniting the entrepreneurial spirit of our most talented and dynamic aspiring and practicing entrepreneurs, and focusing the entire community’s attention and resources on their efforts, EnterPRize intends to help build the “infrastructure” so critically necessary to make new business creation and growth in Puerto Rico thrive.

The organizers of EnterPRize, together with the Sponsors and Partners, will:

- 1) ***Provide Resources*** – Make available important tools for all participants to develop their ideas and business plans including web-based tools, workshops and seminars.
- 2) ***Engage the Community*** - Recruit and engage members of the Venture Creation and Support Community to be sponsors, act as mentors and judges and become significantly more engaged in the new venture creation and support process.
- 3) ***Celebrate Entrepreneurship*** - “Shine the light on” and celebrate the efforts of our entrepreneurs and the community that supports them.
- 4) ***Provide Seed Funding*** - Provide direct cash prizes and business services donated by our sponsors to provide winners with the important initial support to get their ideas and business plans off the ground. Up to \$10,000 in prizes will be available to Business Idea Competition Winners. A \$50,000 cash awards plus tens of thousands more in business services will be divided among the 3 winners of the Business Plan Competition.

**MARCH - JUNE 2009**

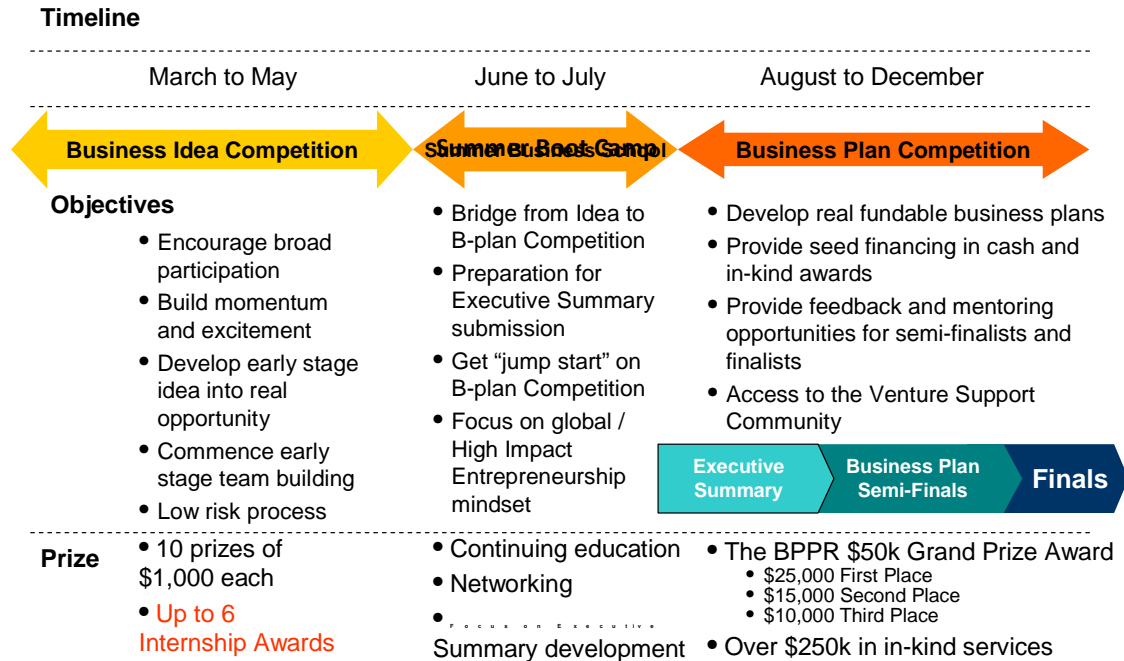
**The Business Idea Competition will include the following:**



- **Entrepreneur in Progress Internship Award** – The college student population is an important market for entrepreneurship and innovation. EnterPRize is looking for those future entrepreneurs, who wish to, in the near or distant future, establish their own business or are simply curious about the field of entrepreneurship. The Enterprize Business Idea Competition has included an additional award to recognize the best student business ideas. The main objective of the Internship Award is to grant students a valuable professional experience for their development as "entrepreneurs in progress".
- **Entrepreneur’s Summer Boot Camp** – Expand our educational offering by implementing a summer business school with the objective of serving as a bridge from the Idea to the Business Plan Competition and to get a “jump start” on the executive summary preparation process for the full competition in the fall.
- **Workshops & Networking Events** - Entrepreneurship as a way of doing business, not just for startups. Although the Idea and Business Plan Competitions will be focused on start ups and early stage businesses, an important objective for EnterPRize is to educate the entire community, including established businesses and individuals who currently work or will work in traditional corporate positions. This educational process will emphasize the critical importance of the entrepreneurial mindset and approach to business as a way of developing and launching high growth businesses within traditional business environments.

### ***EnterPRize 2009 Format***

The EnterPRize 2009 Competition will be structured in two phases with a Summer Business School acting as a “Bridge” in the process. The objective is to provide the necessary support throughout the year for the aspiring entrepreneur to develop the concept from idea generation into a real business opportunity. The 2009 format is:



## The Business Idea Competition

The EnterPRize 2009 Business Idea Competition is an easy-to-enter warm-up round for the EnterPRize 2009 Business Plan Competition. The Business Idea consists of a structured short, written description of the product/service idea, the market opportunity, which the customer is and why they will buy your offering, your competitive advantage, and a brief description of the skills, experience and achievements that qualifies the team to execute on this idea.

The Business Idea competition will be structured around the following events and activities (please visit our website [www.enterprizepr.com](http://www.enterprizepr.com) for event dates and places):

**Kick Off Events:** Events hosted by Competition Partners (Universities and Associations) designed to:

- Introduce the EnterPRize Competition and describe the Business Idea Competition
- An introduction to entrepreneurship and idea generation
- Question and answer period
- Networking Time

**Educational Programs & Workshops:** These workshops will be short, two-hour sessions providing specific information and tools useful at this stage of the Competition. Format includes a lead instructor and a guest entrepreneur and the events are free of charge.

**Special Topic Networking Events:** These events will be organized around a 15-30 minute presentation by a leading authority in a given field followed by a question and answer period, and then a networking activity. The purpose is to deliver relevant information and/or tools to participants in the Business Idea Competition, get more of the community engaged, and facilitate, early on, the entrepreneurial team building process.

**Submission Process:** Submissions of Business Ideas will be due by midnight of the date specified in the Critical Dates table in this document. To participate, the person must register and submit through our webpage [www.enterprizepr.com](http://www.enterprizepr.com).

Entry into the Business Plan Competition will be open to all and not in any way related to participation and/or having won an award in the Business Idea Competition. However, participation in the Business Idea Competition is strongly recommended as it can serve as an important developmental milestone for the Business Plan Competition.

**Semi-finalists and finalists of the (2005 -2008) Business Plan Competition are not eligible to participate in the 2009 Business Plan or Business Idea Competitions. Winners of (2005-2008) Business IDEA Competitions may compete again as long as the submitted business idea is a new concept. All other previous participants are welcomed to re-submit their business ideas, hopefully after a thorough review and improvement.**

## ***How to Participate***

To become a Participant in EnterPRize 2009, you must complete the following easy to follow steps:

- (1) **Register** – Whether you want to enter the Business Idea and/or the Business Plan Competition as a team with a start-up company or as an individual looking to become part of a team and further develop a business idea, the place to start is by registering. Even if you don't intend on submitting an idea, registering on the site gives you access to all the resources of EnterPRize.
- (2) **Download** the *EnterPRize 2009 Competition Kit* - All participants should download and review the *EnterPRize 2009 Competition Kit*. The Kit is designed to provide participants details of the competition process. It is encouraged that participants thoroughly review the Kit. In addition to the Kit, participants are strongly encouraged to thoroughly review the Resources page of the website, including the Business Idea Guidelines and the Short Notes Series.

- (3) **Accept** – It is required that as part of registration, you read and accept the Participant Agreement (included in Exhibit 1).
- (4) **Attend** – Participants and all those interested in being part of the EnterPRize 2009 Competitions are encouraged to attend the Supporting Events. Events include Kick-Offs Events, Workshops as well as Networking Events.
- (5) **Download the Business Idea Submission Template** - All participants must download and fill-out the Business Idea Submission Template. The information contained on this document is the information that will be evaluated for the Business Idea Competition. **\*\*Ideas presented in any format or template other than the one provided by EnterPRize will not be accepted by the competition.\*\*** It is highly recommended that you convert the completed template to a PDF file. **\*\*Only Word or PDF files will be accepted\*\***
- (6) **Submit** – Only on-line submission will be accepted for the Business Idea Competition. After registering, you will be able to submit your business idea until the deadline. Please download the Business Idea Submission Template and complete the solicited information. Attach the filled out template using the **upload executive summary** button on the Business Idea registration page (**any other document uploaded will be disregarded**). The Business Idea Phase will require five (5) fields plus the public summary (see Exhibit 3). Please verify thoroughness, clarity and spell check before final entry. Entries in Spanish will be accepted.
- (7) **To submit additional Business Ideas** – Fill-out a new Business Idea Submission Template with the additional business idea information, return to [www.enterprizepr.com](http://www.enterprizepr.com), go to the submit idea link and continue with step 2 of the submission process.

## **Entry Form**

During the Business Idea Competition, each team submits a Business Idea by filling out the Business Idea Submission Template; and then attaching the filled out template using the **upload executive summary** button on the Business Idea registration page. The Business Idea should be a brief description of the business venture which answers the 5 key questions below in 1,100 words or less. A separate Summary of 100 words or less is required for public disclosure.

The on-line entry form includes:

**Summary:** Describe your business idea. This section will be used for public disclosure of ideas/business plan submitted. Do not disclose proprietary information or technology. (250 characters)

- A. **Product/Service Proposed:** Describe the proposed product/service including value proposition and customer benefits. What important need would you fill with your product/service? (300 words)
- B. **Target Market & Customer:** Estimate size and value of the overall market for your product or service, provide as much support as you can for your estimates. Who are your customers? Why will they buy this product/service at a price that will generate a profit for you? (300 words)
- C. **Competitive Landscape:** Who is your competition? How is your product/service positioned versus the competition? Do you have a sustainable competitive advantage? What is it, and more importantly how will you sustain it over time? (300 words)
- D. **Execution:** Current status of project and clear and detailed milestones (action steps and targets) for next 6-12 months. What are the estimated resources needed to implement the idea? (100 words)
- E. **Team:** Describe the background of each team member. If the full team is not complete, include a description of ideal background of the potential team members. (100 words)

## ***Benefits and Awards***

There are numerous benefits derived from participating in the EnterPRize Competitions:

- **Access to Resources** - Extensive resources for developing your business idea and business plan are available on the EnterPRize website and via links contained on the website;
- **Educational Events** - The ability to participate in workshops and special topics networking events where experts in their field will provide you with invaluable information, tools and skill setc to develop your idea and business plan;
- **Networking** - Networking opportunities to exchange ideas, find potential customers and partners and to build your team in both Competitions as well as through the Team Building section of the website;
- **Working with Mentors** - Semi-Finalists in the Business Plan Competition will have mentors who can provide tremendously valuable advice and guidance in developing your plan;
- **Support from Ecosystem** - Access and prominence within the local entrepreneurial community, including investors and financiers; and,
- **Funding** - Cash and in-kind prizes, both of which may serve as critical initial support for a new venture.

In the Business Idea phase, the competition will provide up to ten (10) \$1,000 prizes for the best business ideas submitted. Although it is the intention of the judges to identify and award 10 of the best ideas, the total number and amount of the awards will be determined by the quality of the ideas presented. No more than ten (10) \$1,000 awards will be granted.

### **Entrepreneur in Progress Internship Award**



The Enterprize Business Idea Competition has included an additional award to recognize the best student business ideas. Up to six students will have the opportunity to temporarily work at several companies during the months of June and/ or July. Top management teams of each host company will present a challenge to the selected students and they will have a two week period to come up with a solution.

This internship award will give students the opportunity to apply their academic knowledge and experience to solve a real entrepreneurial problem. Building a stronger resume, meeting experienced management teams and learning from them about their companies, are just a few of the benefits that this prize will provide the winners. Up to six internship positions will be awarded. For more information regarding eligibility, rules and restrictions visit [www.enterprizepr.com](http://www.enterprizepr.com)

### ***Eligibility***

#### **Who can compete?**

**Individual or teams with a new business idea or very early stage ventures** - Any person or team that wants to develop a high potential business idea, or has already taken the very first steps, can participate in the Business Idea Competition. Although all business ideas submitted will be reviewed and evaluated, the EnterPRize organizers strongly encourage participants to develop ideas and plans thinking high growth and global from the start.

By high growth and global we mean businesses that are expected to grow in excess of 25% per year for the first 5 years and that the product or service be developed with a global market perspective from the start. A global market perspective means that the business idea incorporates a global business model or opportunity applied to the local market or a business where the market may initially be Puerto Rico, but the product or service is global in scope and is scalable for delivery outside of Puerto Rico in the medium term.

Each team must include at least one member, or 50% of its ownership, from someone who resides, works or attends school in Puerto Rico.

**Individual Entrepreneurs** – If you reside, work or attend school in Puerto Rico, you may participate directly or join another team in developing their business idea or business plan.

**Existing Businesses** – The competition is also open to very early stage entrepreneurs that comply with the following guidelines:

- Company must be based in Puerto Rico
- No subsidiaries allowed
- Less than \$250,000 in cumulative revenues (excluding grants) since inception as of the moment of submission
- Less than \$100,000 in debt or equity received from third parties (including friends and family) as of the moment of submission
- No institutional investors

### **Other requirements**

Teams or an individual may submit as many business ideas for the Business Idea Competition as they have developed and are ready to present. Submission by a team, a member of a team or an individual is limited to one plan for the Business Plan Competition. The business idea or plan must be an original work of the submitting team. No restriction exists for number of members within one team, although historically teams of 3-6 members have performed above-par in similar competitions.

### ***Confidentiality***

Participants should be aware that neither organizers of the competition nor mentors, judges and sponsors of the competition will be required, nor should they be asked, to sign non-disclosure agreements. EnterPRize 2009 will ask all who view the business ideas and plans to abide by our *Privacy Policy*. Participants will be required to sign a *Participant Agreement* and are encouraged to be selective about what they disclose, to label plans and contents with the words “CONFIDENTIAL AND PROPRIETARY” and to seek legal counsel if they have any further questions regarding the legal protection of their ideas.

### ***Disbursement Policy***

The cash awards for the Business Idea Competition will be awarded at a special ceremony to be held on May, 2009. The check will be made payable to the team leader or the name of the company. No restrictions for disbursement are enforced.

## ***Team Building***

Creating teams is a key part of building a successful business venture. A multidisciplinary team, which combines members from various disciplines including technical, financial, marketing, sales and other business disciplines, has proven to be most successful not only in business plan competitions but also in new venture creation.

There is an easy way to search for team members:

- A. Attend one of our Kick-Off, Workshop or Networking Events

## ***Judging***

### **Who will be the judges?**

Judges for the Business Idea Competition and the Business Plan Competition will be recruited and assigned solely by the organizers of the Competition. The Judges will come from all sectors of the venture support community. They will include harvested and practicing entrepreneurs, private equity investors and venture capitalists, consultants, lawyers, accountants, business professionals, professors and other specialists and experts in their field. In addition, members of Competition Organizers, The Guayacan Center and McKinsey & Co, will serve as initial screeners and judges.

All decisions by the Judges are final.

### **What will be the criteria used for judging?**

Some (but not limited to these) of the criteria Judges will use in evaluating business ideas include:

- Market Opportunity
  - What is the unmet need or underserved market niche being targeted?
  - Will the potential size, growth and profitability of the market be of interest to investors?
- Customers
  - Has the customer been clearly identified? Have you discovered what fundamental need you are meeting or what “pain” you are trying to relieve?
- Product/Service Offering

- What are the key benefits to the customer of what you are offering? How does it meet the needs or solve the customer “pain” you identified above?
- What is the customer value proposition? Why would the customer be willing to pay the price you are asking? Is it a very compelling story?
- Why does the customer want or need this product or service more than its next best alternative?
- Economics:
  - Is the Return On Investment high enough to attract investors?
  - Are the initial capital requirements reasonable for the opportunity and are they staged appropriately?
  - How quickly does the business go cash flow positive?
- Competitive Environment & Position
  - Is this an emerging, fast growing market with little or no competitors?
  - Is this a fragmented/imperfect marketplace with no dominant players?
  - If it is a matured market, is the offering a disruptive alternative?
  - Does the business have a realistic chance of being number one or two and staying there?
- Milestones/Execution
  - Is there clear set of “low cost experiments” built into your plan and timeline that takes you from just an idea to a truly viable business opportunity?
  - Are there clear stages in your development plan the builds from the prior steps taken and manages risk by limiting investment at each stage?
- Risks
  - Have the key risks associated with each “experiment” or stage been identified and contingency plans established?
  - Is there a “fatal flaw” in the business idea/plan that has not been addressed satisfactorily?
- The Team
  - Why is the lead entrepreneur and the team uniquely qualified to execute this plan? What is it in their character, background, education and experience that demonstrate this?
  - Is it a team with complementary skills and characteristics?
  - Do the team members have the ability, will, determination, risk tolerance and flexibility to be successful?
- Harvest Issues
  - Will this opportunity be a lifestyle business or can it become a high potential venture resulting in significant value creation for investors?
  - What is the ultimate exit? How will investors get their money back with attractive returns?
  - Is this a business that will be an IPO candidate or attractive to a buyer in the future? Why?

For the Business Idea Competition stage, although all of the above considerations are implicit in the judging process, the focus will be on a summary of Product/Service



[www.enterprizepr.com](http://www.enterprizepr.com)

Offering, the Customer, the Market Opportunity, the Competitive Environment  
Milestones/Execution and the Team.

Please refer to the Resources Section in the website for more guidance on judging criteria  
and Samples of Business Idea presentations.



## Exhibit 1

### Participant's Agreement (Release)

By registering to participate as a participant in **EnterPRize 2009**, you grant **EnterPRize Events**, and its affiliates, the unrestricted right to print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, including but not limited to the World Wide Web, at any time or times, your name, portrait, picture, voice, likeness, biographical information, and all other information provided on your registration form as news or information and for promotional purposes without additional consideration.

You understand and acknowledge that **EnterPRize Events**, its board members, officers, sponsors, judges, mentors, and organizers are volunteers and are under no obligation to render any advice or service to you or any other competitor. The views expressed by these people are their own and not those of **EnterPRize Events**.

As a registered participant, you take sole responsibility for protecting your rights or the rights of third parties in any intellectual property involved in the business described in submitted business concepts, executive summaries or business plans (collectively the "Submission"). You also take sole responsibility for determining whether any third party has rights in any such intellectual property, notifying any such third party of inclusion or disclosure of that intellectual property in a Submission, and obtaining any necessary permission from such third party. Further, you are cautioned that disclosure of intellectual property in a Submission may compromise or adversely affect or limit those rights. **EnterPRize Events** is not responsible for the content of any Submission or protection thereof, including disclosures relating to intellectual property.

You further understand, acknowledge, and agree that although the organizers of the competition will take reasonable steps to preserve the confidentiality of the concepts, ideas, and potential trade secrets contained in materials submitted as part of the competition, none of the board members, officers, sponsors, judges, mentors, and organizers of **EnterPRize Events** are or will be liable for any loss, damage, or cost you may suffer by reason of the disclosure of these concepts, ideas, or trade secrets, the legal protection of which are your sole responsibility. Accordingly, and in consideration of the time and effort provided by such persons, you release and discharge each such person from any claims, loss, damage, or cost relating to or arising out of your participation in the competition that you may have, presently or in the future, against such person.

**Team:**

**Date:**

**Team Members (list team leader first):**

*Name*

*Signature*

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## Exhibit 2


### On-Line Registration Sample

If you are registering to join another team or looking for help to develop a new idea, [click here](#) to visit the Team Building Section

If you are registering to enter an idea or a team, please continue with the questionnaire to create a profile:

-  You already have an account? ["Log on now"](#)
-  Did you [forget your password?](#)
-  Please complete all areas of the questionnaire.
-  Please print and read carefully the Participant Agreement. Registrations without consent to the Participant Agreement will not be accepted.

The fields marked with red \* (asterisk) are required.

Profile Information	
*First name	<input type="text"/>
*Last name	<input type="text"/>
Company/Firm Name	<input type="text"/>
Street	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
* Zip	<input type="text"/>
Country	Select a country 
*Birthday	<input type="text"/> (i.e. 12/19/1974)
*Gender	<input type="radio"/> Female <input type="radio"/> Male <input type="radio"/> Not specified
Phone	<input type="text"/> (i.e. (111) 222-3333)
Fax	<input type="text"/> (i.e. (111) 222-3333)
*User Name	<input type="text"/> (5 character minimum)
*Password	<input type="text"/> (5 character minimum)
* E-mail	<input type="text"/> (i.e. myname@mydomain.com)

How many years of Professional Experience do you have?

How many years of Entrepreneurial Experience do you have?

\* What is the Highest Educational Degree completed?

- High School
- Vocational/Associate Degree
- Bachelors Degree
- Masters Degree
- Other

\* What is your Geographical Region?

Are you a member of an Association? (select all that apply)

- Asociación de Industriales
- Camara de Comercio
- Asociación Productos de PR
- SME
- University-based
- Other
- None

\* Are you a student?  Yes  No

\* How did you hear about EnterprizePR.com?

Name (if applicable):

**Certification**

I hereby certify that I have read, acknowledged and agreed with the [Participant Agreement](#):



[www.enterprizepr.com](http://www.enterprizepr.com)

Note: Upon registration you will receive an e-mail for confirmation. If you don't receive it, please register again making sure that your e-mail address is correctly typed.

### Exhibit 3

#### On-line Submission Sample

Please enter your Business Idea in the spaces provided below:

Team ID Name: \_\_\_\_\_

Summary: Describe your business idea. **This section will be used for public disclosure of ideas/business plan submitted. Do not disclose proprietary information or technology.** (100 words)

A. Product/Service Proposed: Describe the proposed product/service including value proposition and customer benefits. What important need would you fill with your product/service? (300 words)

B. Target Market and Customer: Estimate size and value of the overall market for your product or service, provide as much support as you can for your estimates. Who are your customers? Why will they buy this product/service at a price that will generate a profit for you? (300 words)





