



New Venture Creation Contest 2008

Rules, Guidelines and Submission Requirements:

- Who may participate?

The contest is open to all full-time students (both undergraduate and graduate) from The University of North Texas enrolled in the Fall 2007 or Spring 2008 semesters. Individuals or teams placing in the 2002, 2003, or 2004 Shirley Murphy Business Plan Contest or the winners of the 2005, 2006, or 2007 New Venture Creation Contest may not enter this contest.

- What businesses are eligible?
 - All businesses must be legal entities – corporations, partnerships, etc. - to enter this contest.
 - Early stage or startup businesses are ideal; however, business expansions may enter. (Including a prototype, model, and/or proof of the viability of the project will be to your advantage.)
 - Proposals for the buy-out of an existing company, tax-shelter opportunities, real estate syndications, and other consulting projects or analyses are not eligible. The business may license technology from another company for manufacturing and/or distribution purposes. Revenue streams from the business should not be based solely on deriving revenues from the licensing of its own technologies. The plans may not contain fabricated information about (but not limited to) the following: backgrounds, experience and educational level of members of the management team; stage of product development; product performance claims; market survey results.
- Can I submit more than one entry?

No.

- Can I be on more than one team?

No.

- Can faculty, staff, or people outside UNT serve on teams?

No. The competition is open to students only. You may have team members who are faculty or staff or outside UNT in an advisory capacity. Judges, members of the Murphy Enterprise Center or their families are not eligible. The management team outlined in the plan may contain the names of individuals who are not associated with a university.

- Can individuals other than students participate in the presentations?

No. All presenting group members must be students and the work of the project must be the primary work of the students presenting.

- Does the idea have to be a new creation or invention?

No. The business concept must represent the original work of each contestant or team, but you don't have to re-invent the wheel. A sound business concept and the desire to launch the business successfully is the primary focus. We'll ask you to sign a statement indicating that the business plan is your original work so everyone is on a level playing field.

- Do I give up rights to my business idea?

No. You retain all rights to the plan regarding its use prior to and following the competition; however, 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.

- What do I do?

A complete Business Plan will be submitted for the first phase of judging. The executive summary should be limited to 4 pages. Finalists will be selected based on the quality and thoroughness of the business plan.

The Submittal Form and one (1) Business Plan are due at the Murphy Enterprise Center on or before Monday, September 29, 2008 at 5:00 p.m. Submittal Forms must be signed and submitted with the complete Business Plan to the Murphy Enterprise Center in the College of Business Administration Room 328. Plans received after 5:00 p.m. will not be accepted. The Murphy Enterprise Center

reserves the right to ask for points of clarification. Clarification will be done by phone or e-mail to the person listed first on the Submittal Form.

- When will I find out if I'm a finalist?

Finalists will be notified by Monday, October 13, 2008 if they are selected as finalists. Four (4) additional copies of the Business Plan will be required by Monday, October 20, 2008 for each team selected as a finalist. Finalists will be asked to present their formal business concept with supporting documentation not to exceed 30 pages. This limitation includes financial data. Detailed spreadsheets and appropriate appendices can follow the text portion of the plan, but will be limited to 8 pages. Financial data should include cash flow statements, income statements, balance sheets, and sources and uses of funds. With specific dates, identify milestones in your business and required funding levels at each milestone. Also, delineate possible exit strategies.

Finalists will be required to present to a judges panel on Friday, October 31, 2008 to determine projects that will be funded. Finalists will give a 20 minute presentation to the panel of judges. Students should be prepared to answer any and all questions of the judging panel with regard to milestones, funding, business concept, etc.

- Will there be promotion of the winners?

Press releases will also be done about the winners and as much publicity as can be generated will be. We will require winning teams agree to meet with videographers to tape a short promotional piece after they are selected. Students agree to allow the Murphy Enterprise Center to videotape the oral presentations and the Q&A sessions which may be marketed and distributed or used on television, the Internet, or other suitable media.

- What can I win?

Prizes will be awarded as follows:

- First Place: \$25,000.00
- Second Place: \$15,000.00
- Third Place: \$ 10,000.00

- After I win what am I responsible for?

At least one team member must attend the Leadership Luncheon scheduled for November 14, 2008 in Dallas. It's an exciting event and we encourage all of the students on your team to attend that day. If possible, tickets will be given to parents and/or spouses.

Student teams are responsible for any and all taxes on prize winnings.

- Is there anything else?

Any interpretation of rules, questions, disputes, or concerns regarding the rules of the contest will be made by the judges and all such decisions will be final. If judges deem the quality to be lacking and choose to not award all prize levels, their decision is final.