



## BUSINESS PLAN ENTRY GUIDELINES

Thank you for your interest in competing in Stage 2. Writing a business plan can be a challenging and time consuming process. Good job! We hope this helps your business or expansion to succeed.

**Checklist for a completed Stage 2 Entry:  
Please provide 7 paper packets, and 1 electronic copy**

- Completed Stage 1 Entry (if not previously submitted)
- Coversheet
- Stage 2 Business Plan up to 21 pages
  - Executive Summary
  - Mission Statement, Goals, Objectives
  - Description of Business
  - Products and Services
  - Marketing Plan
  - Operations
  - Key Contacts
  - Financial Plan (narrative)
  - Financial Documents up to 8 pages including at least the:
    - Balance Sheet
    - Cash Flow
    - Profit and Loss
    - Start Up Expenses
- 1 page resume for all team members / partners
- Partnership Agreement (for teams or businesses with more than one partner)
- Media and Confidentiality Release signed by all team members
- Award distribution form

## **Important Guidelines:**

Please ensure your entry is complete. After submission, all entries are considered final and any changes will not be accepted. Take care in submitting your entry.

### ***Formatting***

For your convenience, Humboldt Business Challenge's website has the preformatted webform you can use. The required format is: 12 pt. font, 1.5" spacing, and 1" margins. **We accept up to 21 pages for the business plan narrative and 8 pages in financial documents, for a maximum total of 29 pages.** The coversheet, resume(s) and partnership agreement does not count towards the page limit of the plans.

### ***Media and Confidentiality Release***

Teams / businesses that have not submitted a signed Media and Confidentiality Release for the competition will not have their entry judged and will not be eligible to receive an award.

### ***Missing sections***

Any section that is omitted from the entry will not be judged, thus, severely penalizing the ranking of the entry.

### ***Partnership Agreement***

Teams / businesses with more than one owner must submit a signed and dated partnership agreement. We encourage you to take care in creating this document. We do not have a required format.

### ***The Business Plan***

Please use the Business Plan Workbook as a guide in completing your plan. Your North Coast SBDC advisor can also help you!