

**2025 Ponca City Business Plan Competition Pitch Off**  
**@City Central ● 400 E. Central**  
**Tuesday, May 6: 9 AM**



- Pitch off Participants read below for submitting business plans to the Panel of Judges by **Monday, April 21 by 5:00 pm**. Plans will be accepted by e-mail to [klong@goponca.com](mailto:klong@goponca.com) or a copy dropped by the PCDA office, 400 E. Central Ave, Suite #200.
- *The format of the Business will need to address the information listed below. Please contact Katherine Long at 580-765-7070 or 580.761.3028 for more information about Liveplan to build your plan.*

## **BUSINESS PLANS**

High Score Business plans must be located in Ponca City Utility Authority district to receive incentives.

Business Plan will be no more than 10 pages (up to 20 pages with Appendix attachments) and will include the following:

1. Cover page with name of the participant(s), business name, address, phone number & e-mail
2. Up to one page Company Summary.
3. Please number pages (by hand is fine)
4. Business Plan needs to include the following elements:
  - a. Executive Summary – what structure, financial needs, and industry trends.
  - b. Company Description – services and differentiation
  - c. Strategy & Implementation – Market analysis, Strategy, sales forecast & product prices
  - d. Management Summary – equity partners, employees, salaries & resumes
  - e. Financial Plan – project Profit & Loss, financial risks/contingencies, cash flow, assets, etc...
  - f. Appendix – useful for notes, letters, resumes, financials and other documentation

Be brief. Your pitch is only 5 minutes. The business plan is to give a better idea to the judges about the work you have put into building/researching/market viability of your product or service. Judges will have 10 minutes for questions.

5. Financial Projections should include a description of sources & uses of funds, break-even analysis and projected needs for capital at one and three years. If more than three-year projections are made, keep it brief.

## **JUDGE EVALUATION CRITERIA**

The judges will evaluate each Business Plan Pitch based on the following:

1. Content of the plan and how it relates to your presentation
2. Clear communication of your business plan pitch
3. Effective use and impact of the prize and equipment/advertising money **(\$6,000.00)\*\***
4. Probability of successful launch or business growth within Ponca City Utility Authority service area
5. Community Impact and job creation potential
6. Quality and effectiveness of final presentation

## **BUSINESS INCENTIVES FOR HIGH SCORES**

\*\*The high score of the 2025 Spring Pitch-off will receive incentives valued at \$6000.00 which includes a \$3000 cash incentive (federal/state taxes apply), equipment, advertising budget, a Ponca City Chamber membership for a year and office space (if available) in City Central.

The second high score will receive incentives totaling \$2500 which will include equipment purchases, advertising/marketing, a Ponca City Chamber membership and possible Pioneer Tech Incubator Space if needed.