

Ponca City Business Plan Competition & Pitch Off
The Summit @City Central ● 400 E. Central
Friday, March 11, 2022 9 AM



- Pitch off Participants read below for submitting business plans to the Panel of Judges by **Tuesday, March 1**

by **5:00 pm**. Plans will be accepted at The Link@City Central or by e-mail to klong@goponca.com.
- *The format of the Business Plan will follow an abbreviated LivePlan.com format. Please contact Kat Long at 580-765-7070 or Ben Evans at 580-718-4262 to receive more information on LivePlan before February 15, 2021.*

BUSINESS PLANS

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, 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 documentations

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, 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 **(\$4,000.00)****
4. Probability of successful launch
5. Community Impact and job creation potential
6. Quality and effectiveness of final presentation

BUSINESS INCENTIVES: The winner of the 2021 Fall Pitch-off will receive: (Total Value: \$5,000.00)

1. **\$2,000** check** (**must be made out to the business name; this money will be 1099'd**)
2. **\$1,000** funding for equipment (including computers, software, machines), training, advertising or office supplies (paid to the supplier from PCDA)**
3. One year of rent free in the Pioneer Technology Business Incubator (If available) or The Link Co-Work space
4. **\$1000** for **marketing/advertising or market analysis** for company and/or services
5. Marketing and customer recruitment consultation with PCDA as well as access to ongoing small business training programs at Pioneer Technology Center
6. One year free membership to the Ponca City Chamber of Commerce for the business.