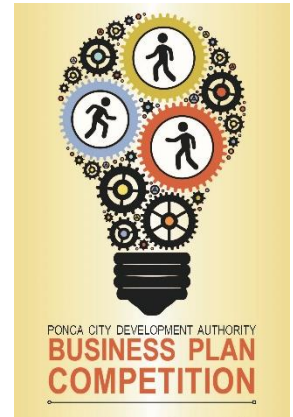


**Ponca City Business Plan Competition & Pitch Off**  
**Monday, April 29th, 2019**  
**The Summit @City Central ● 400 E. Central**



- Pitch off Participants read below for completing submissions to the Panel of Judges by **April 19, 2019 at 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.*

## **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, three and five years, if possible.

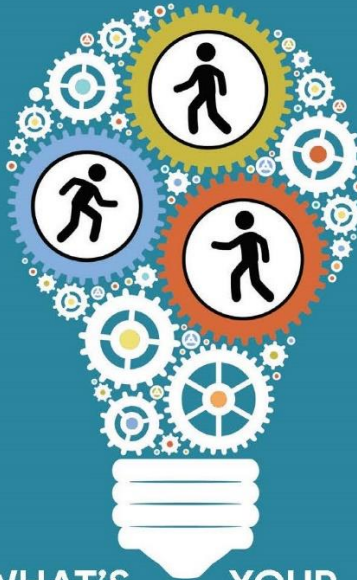
## **JUDGE EVALUATION CRITERIA (see attached)**

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 **(\$3,000.00)\*\***
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 2018 Pitch-off will receive: (Total Value: \$5,000.00)

1. **\$2,000** check\*\* (must be made out to the business name)
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.



WHAT'S YOUR

# BIG Idea?

## PCDA BUSINESS PLAN PITCH-OFF

**FEBRUARY 18**

**Get your Business Plan Pitch-off packet at**

- PCDA Office: 400 E. Central
- PTC BIS Offices: 2015 N. Ash
- online @ [www.goponca.com](http://www.goponca.com)

**APRIL 22**

**Submission deadline for Business Plan Pitch-off**

- PCDA Office: 400 E. Central
- email: [klong@goponca.com](mailto:klong@goponca.com)

**APRIL 29**

**Business Plan Pitch-Off**

- 8:30 to 11:00 am
- City Central in The Summit Breakout Rooms

### WINNER INCENTIVES

- \$2,000 Check to Business
- \$1,000 Funding for Equipment
- 1 Year Free Rent (if available) at PTC Incubator or The Link Co-Work Space
- \$1,000 for Marketing/ Advertising & Recruitment Consultation with PCDA
- 1 Year Free Membership to the Ponca City Chamber of Commerce

**MORE INFO OR QUESTIONS? CONTACT KAT LONG**

**580.761.3028 or [klong@goponca.com](mailto:klong@goponca.com)**

# Business Plan Cheat Sheet

## **Name of Company and contact information**

**Executive Summary** (overview of the business plan; can be written last; no longer than a page)

Brief overview of company: what it is and why it will be successful. Include mission statement, product/service and basic info. Growth plan for up to five years is good.

**Products/Services:** Description of products or services or both. Benefits to customers and product lifecycle. Share intellectual property info (copyrights/patents) here. If R&D is being done, explain here.

Goals/Objectives:

**Market Analysis** – overview of industry and outlook. Competitive research looking for trends and themes. Successful competitors info is good. Can you do it better or differently and work in your market area.

Audience/Customer (pricing structure)

Future of the industry (research, articles, marketplace, changes, regulations)

**Organization/Management:** resumes of owners/operators; background and growth

Company Structure (tax ID, employee(s), growth)

**Funding Needs** (bank, SBA, bootstrap; one year, five year)

**Financial Projections** (one, three & five year best) (accountant, legal)

Be realistic; be conservative.

**Market Analysis** (competition; how does your business fit in now and in the future)

**Appendix:**

MISC: Logo, business cards, website, building, growth plans, employees,

## Written Business Plan Scorecard – Ponca City Pitch-off 2019

**Name of Business:**

Using this rating system, please evaluate the written plan on the following aspects using the blue score boxes:

**1** for Poor

**2** for Good

**3** for Excellent

|   |  |       |           |
|---|--|-------|-----------|
| <b>Executive Summary</b>  |  | Score | Comments: |
| 1   | The Executive Summary is a snapshot of the business including company profile & goals.   |       |           |
| <b>Company Description</b>                                      |  |       | Comments: |
|   | Company description provides information on what business does, what differentiates the business from others, and the markets the business serves. | Score |           |
| 2   | Nature of the business, marketplace needs & how <u>product/services meet needs</u>   |       |           |
| 3   | Customer description and, competitive advantages   |       |           |
| <b>Strategy &amp; Implementation</b>                            |  |       | Comments: |
|   | Describes business industry, market analysis, sales forecasts, marketing and competitors   | Score |           |
| 4   | Market analysis & strategy   |       |           |
| 5   | Competitors and competition areas  |       |           |
| 6   | Customer Identification and locations  |       |           |
| 7   | Product/Services Pricing and sales including distribution  |       |           |
| 8   | Public relations & advertising strategy  |       |           |
| <b>Management Summary</b>                                       |  |       | Comments: |
|   | Equity partners, management structure, employees, salaries and resumes (LLC, Sole Proprietor, Partnership)   | Score |           |
| 9   | Owners, equity, investors info/plan  |       |           |
| 10  | Employees, future growth potential, management needs, key people   |       |           |
| 11  | Owners, owner equity, investor equity info/plan  |       |           |
| 12  | Unique qualifications  |       |           |
| 13  | Address future employee growth (or lack of)  |       |           |
| 14  | Key people and their backgrounds   |       |           |
| <b>Financial Projections &amp; Funding</b>                      |  |       | Comments: |
|   | Financial projects and funding needs for business  | Score |           |
| 15  | Estimated start-up funding needs   |       |           |
| 16  | Projected income statements  |       |           |
| 17  | Balance Sheet; cash flow analysis  |       |           |
| 18  | Financial risks/contingencies  |       |           |
| <b>Appendix</b>   |  |       |           |
| <b>Useful for notes, letters, resumes &amp; other documents</b> |  |       |           |

**PLEASE USE BACK OF SHEET FOR ANY ADDITIONAL COMMENTS. INDICATE NUMBER WITH COMMENT**

# 2019 Small Business Plan Pitch-off

April 29, 2019

## Presentation Evaluation

Name:

**Management** – Executive Summary, Company Description,  
Organization & Management, legal structure, ownership, personnel,

1 – Poor      2 – Good      3 – Excellent

Comments:

**Market** – Business Industry, Competitors, Produce or Service, Customer  
Benefit, Marketing & Sales, Growth Strategy

1 – Poor      2 – Good      3 – Excellent

Comments:

**Money** – Funding needs, financial projections; bank loan/equity  
contribution; revenue/sales; operating expenses cash flow

1 – Poor      2 – Good      3 – Excellent

Comments:

Total Score: \_\_\_\_\_

Judges Initials: \_\_\_\_\_