



Business Plan Competition Rules

Principality of Monaco

Ngefteam2009@monaco.edu

NeXt Generation Entrepreneur Forum

International University of Monaco

2, avenue Albert II

MC 98000 Principality of Monaco

Website: www.ngefmonaco.org

1. GENERAL PURPOSE

This competition aims at helping students and entrepreneurs to develop their business projects. Qualified participants will have an opportunity to network with **Entrepreneurs, Venture Capitalists and other professional sharing their plans, and making valuable contacts.**

2. BUSINESS PLAN

The Business Plan must concern a company looking for **1st round of funding**. Any legal economic activity can be presented.

The Business Plan should be as complete as possible, including:

- **An Executive Summary – no longer than 2-3 pages stating the following**
Who you are, what are your overall mission is, a description of your product/service, what the market is – why is this an opportunity? What is your strategy, your sustainable competitive advantage relative to the competition, what team will implement the strategy, how much funding do you need and what will you do with it?
- **A Market Study** identifying clearly the target market, the competitors, the sales and advertising strategies, develop a sales (revenue) forecast, identify channels (distribution) strategy.
- **Financial Forecasts for the three years**
Profit and loss statements, sources of funds and uses of funds

3. IMPORTANT DATES

Note: The submission should be made either via e-mail as a Word Document, in English, or via Postal Service.

Mail Address

**NeXt Generation Entrepreneur Forum
Business Plan Contest**

**International University of Monaco
2, Avenue Albert II
98 000 PRINCIPALITY OF MONACO**

E-mail Address

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By submitting the Business Plan, its author(s) agree(s) to accept the present rules and all the

SEND YOUR APPLICATION FORM, NOW!





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decisions of the jury. All materials sent will not be returned.

4. JURY

A panel of professionals, including Venture Capitalists and members of IUM faculty will review the Business Plan.

5. CONFIDENTIALITY

Please note that the only individuals who will have access to your business plan will be the judges who are assigned to read your plan. Copies of the Business plans will only be circulated for judging purposes and the copies will be returned by the judges to NGEF after the judging is completed. The judges are entrepreneurs and venture capitalists who deal with confidential information in the normal course of their businesses. Please, note that you still have the responsibility for legally protecting their intellectual rights and their patents. Your Business Plan will be showed to the public who is kindly asked to not reveal the informations and will respect your privacy.

6. KEY BENEFITS

The Best Business Plans will benefits from:

- **Free Training Sessions** including an in-depth analysis of their Business Plan, help in structuring and polishing their business plan presentations.
- **An opportunity** to meet and make short presentations to major Venture Capitalists and and Business Angels at the NeXt Generation Entrepreneur Forum.
- **The top 3 business plans** will be granted an exclusive winners package.
Note: the packages contents will be disclosed only to selected business plans.

7. STRUCTURE OF THE CONTEST

- Our jury will revise all Business Plans received.
- **The 20 Best Business Plans will be admitted to a Fire Round.**

The author has two minutes on stage to present his/her Business Plan in front of the jury and the Audience.

- **The 3 "Fire Round" winners will be admitted to a Final Round.**

10 Minutes including presentation of the Business Plan followed by a "Questions – Answers" 2 Session.

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