

GREEN POWER INITIATIVE BUSINESS PLAN COMPETITION



Business Plan Competition Rules

Eligibility Rules

1. The GREEN POWER INITIATIVE Business Plan Competition is open to the owners of existing small businesses and individuals who desire to start up a new business venture. Participants cannot include outside business consultants or other individuals who are not involved in the actual on-going business as an employee (owners, partners, etc. are considered employees if they perform a substantial role in the operation of the venture).
2. The business plan should be for a new business venture or for an existing business that is in need of a new course of action. The business or proposed business must be located in the Greater Houston area and we encourage urban business owners to enter this competition. If for a new business, the plan must address the entire business concept, including implementation. If for an existing business, it must fully justify the change in direction and/or the growth plan.

Non-eligible entities include investment holding companies; tax-shelter opportunities, real estate investments, real estate syndications, and other similar non-operating type ventures.

Competition Rules

1. Each team and its team members may submit only one business plan to the competition.
2. Team size cannot exceed two (2) persons.
3. The business plan and associated material must stand for the original work of each entrant. A signed statement shall accompany each submission indicating that the materials submitted are the original work of the author(s). Any team whose work is deemed not original by the judges will be disqualified from the competition and will be obligated to return any prize money (if awarded).
4. Due to the nature of the competition, we will not ask judges, reviewers, sponsors, staff or the audience to agree to or sign non-disclosure statements for any participant. By participating in

the competition, entrants agree that neither THE EARL CARL INSTITUTE OF TEXAS SOUTHERN UNIVERSITY IN COLLABORATION WITH THURGOOD MARSHALL SCHOOL OF LAW, CAPITAL ONE BANK, SCORE, CREDIT COALITION, MONEY MANAGEMENT INTERNATIONAL and TEXAS BUSINESS ALLIANCE, nor members of the judging panel, sponsors, nor their designate organization, assume any liability whatsoever for any disclosures of business plan information which may be made (whether inadvertently or otherwise) by any judge, reviewer, staff member, audience member or other individual connected with, participating in, viewing, hearing, or receiving information from the competition.

5. New proposed ventures cannot have generated sales revenues prior to the competition. Existing businesses must define and justify all growth and incremental revenues.
6. The venture may show intentions to license technology from another company for manufacturing and/or distribution purposes. Revenue streams from the venture should not be based solely on deriving revenues from the licensing of its own technologies.
7. The business plan and associated material may not contain fabricated information about (but not limited to) the following: backgrounds, experience and educational level of members of the management team, stage of product development, product performance claims, or market survey results. Plans describing businesses considered by the reviewers to be potentially immoral or unethical will be disqualified.
8. The submitted business plan is limited to 30 pages of typed text, which includes the Executive Summary and financials but excludes appendices. Cover sheets are not counted in total number of pages.
9. Summary financial data should include “pro forma” financial statements: a cash flow statement, income statement, balance sheet, and funds required/used. These statements should include the year of inception through no less than three and no more than five subsequent years. Include an explanation of the offering to investors indicating how much money is needed, how it will be spent, and the expected Return on Investment (ROI), etc. Also, describe the possible exit strategies.
10. Appendices should be included only when they support the findings, statements and observations in the plan. Because of the number of teams/plans entering the competition, reviewers and judges may not be able to read all of the material in the appendices. Therefore, the text portion of the plan should include up to 30 pages (including financials but excluding appendices) and must contain all pertinent information in a clear and concise manner.
11. Electronic submissions are required in a .pdf format to earlcarlinstitute@tmslaw.tsu.edu. Professionally bound hard copies may be submitted in addition to the electronic copy, but not instead of it.
12. All business plans must be submitted along with the Application Form below to the attention of the Earl Carl Institute, GPI Business Plan Competition no later than midnight, Wednesday, May 27, 2011.
13. A panel of judges will review the business plans and select the top six (6) business plans for Start-up businesses and the top six (6) business plans for existing businesses.
14. Plans will undergo an independent review after which the top six (6) start-up businesses and

the top six (6) existing finalist teams will be notified. Finalists will be required to submit an additional three (3) copies of their business plan.

15. Each of these finalists will have 10 minutes to present their business plans to the panel of judges at the “HOW TO GET YOUR PIECE OF THE BUSINESS OWNERSHIP PIE” Conference. Each finalist presentation will be followed by a maximum of (10) ten minutes for a question-and-answer session between the presenting team and the panel of judges. Each presenting team will have ten (10) minutes prior to its presentation for setup/preparation and ten (10) minutes after the presentation for equipment dismantling.
16. The judges will then select the first, second, and third place winners from each category with the awards being given to the winners following the presentations.
17. There is no requirement for a minimum number of finalists; reviewers and judges may determine that no plans are worthy of either finalist consideration or of prize awards.
18. Finalists will be judged on:
 1. Creativity
 2. Completeness
 3. Content
 4. Practicality
 5. Financially Feasibility
 6. Documentation
 7. Presentation Skills
19. Prizes will be awarded the top three (3) business plans for Start-up businesses and the top three (3) business plans for Existing businesses as follows:

First Place \$5,000
Second Place \$3,000
Third Place \$1,500

20. Three mandatory workshop training sessions will be available to entrants. Such sessions will cover the basics of business plans, financial indicators (e.g. ROI) and statements, obtaining capital and other relevant topics. **Competition participants must have taken one of the three business plan workshops** that will be conducted by experienced instructors (See the Workshop Schedule Below). To register for the workshop training sessions please contact Mr. Jeff Jones with SCORE at (713)680-3290 or via e-mail at jdj@advancedbb.com.
21. Attendees of the mandatory workshops will be given the opportunity to develop their own business plan and then will be assigned to a SCORE Counselor for assistance and review prior to submission of the business plan for the competition. Each team must meet with its SCORE Counselor at least once, prior to the competition.
22. SCORE Counselor and entrants will be required to verify that all business plan content is the original work of the entrants, not the advisers. SCORE advisers may advise, but not participate in, the creation or presentation of the business plan.

How to Apply

Application Materials:

1. A brief personal biography (limit to 1–2 paragraphs) and a high resolution professional quality photograph in JPEG format.
2. One business plan with a maximum of 30 pages. **Business plans will not be returned.**

Submit all application materials and the attached application to:

**The Earl Carl Institute for Legal & Social Policy, Inc.
Attention: GPI Business Plan Competition
3100 Cleburne St.
Houston, Texas 77004**

Or via e-mail to earlcarlinstitute@tmslaw.tsu.edu or facsimile (713)313-1153.

Materials must be postmarked by midnight May 27, 2011.

Business Plan Workshop Schedule

How to Develop a Sizzling Business Plan – This two hour workshop will be taught by successful entrepreneurs who have built successful small businesses. Topics to be covered include:

- Writing a sizzling executive summary that sells
- Developing an index for ease of finding pertinent information
- How to best describe your business in terms of products & services, your market, competition, management, personnel, and use of debt and equity funds
- Best ways of forecasting income & expenses and presenting financial data
- Required supporting documentation
- How to sell your business plan to investors and bankers

Schedule of Workshops:

DATE: Monday, May 2, 2011, 5:30p.m.-8:30p.m.
LOCATION: Capital One Bank – 5718 Westheimer, 11TH Floor
Conference Room, Houston, TX 77057

DATE: Wednesday, May 4, 2011, 5:30p.m.-8:30p.m.
LOCATION: Capital One Bank – 5718 Westheimer, 11TH Floor
Conference Room, Houston, TX 77057

DATE: Monday, May 9, 2011, 5:30p.m.-8:30p.m.
LOCATION: Capital One Bank – 5718 Westheimer, 11TH Floor
Conference Room, Houston, TX 77057

To register for the workshop training sessions please contact Mr. Jeff Jones with SCORE at (713)680-3290 or via e-mail at jdj@advancedbb.com.

2011 GPI BUSINESS PLAN COMPETITION

Submission deadline is May 27, 2011

Please complete all sections below and print and sign the application.

Number of owners _____

Owner 1 legal name (*under which tax returns are filed*) % of ownership _____

Owner 2 legal name (*if applicable*) % of ownership _____

Company name (*exactly as it should appear in the media*) _____

Business address/City/State/Zip/Business phone/Business e-mail address _____

Taxpayer I.D. Number/Date established (*mm/yy*) _____

Existing Business New Business

Won Previous Competition No Yes, Competition Name: _____

Disclosure and agreement

Applications become the property of EARL CARL INSTITUTE FOR LEGAL AND SOCIAL POLICY, INC. (ECI) and will not be returned. Each application will be verified for accuracy of information. The information contained in the application, in whole or in part, may be used by ECI for media purposes; however, all financial and personal information will be held strictly confidential. The applicant authorizes ECI to use the participant's pictures, likeness, name and all other information set forth in the application and personal interviews in articles and third-party publications (such as magazines, newspapers and electronic media), and for advertising or promotional purposes. All financial information will be specifically excluded from publication.

ECI reserves the right in its sole discretion to make the final determination of the acceptability of each applicant and nominee. Failure to sign this form will disqualify your application.

By participating, entrants agree to: a) the award rules and the decisions of ECI in its sole discretion, which shall be final in all respects; and b) release, discharge and hold harmless ECI OF TEXAS SOUTHERN UNIVERSITY IN COLLABORATION WITH THURGOOD MARSHALL SCHOOL OF LAW, CAPITAL ONE BANK, SCORE, CREDIT COALITION, MONEY MANAGEMENT INTERNATIONAL and TEXAS BUSINESS ALLIANCE its respective subsidiaries, affiliates, officers, directors and employees from any liability, claims or damages arising out of their participation in the contest and the acceptance, use, misuse or possession of any prize.

Finalists will be notified by telephone, mail and/or email by May 28, 2011 using the information provided on the entry form and must acknowledge notification within three (3) days. If a finalist fails to respond to the notification or to make a presentation during the June 11, 2011 GPI "How to Get Your Piece of the Business Pie" Conference, the prize may be forfeited and awarded to an alternate winner.

Applicant signature _____ Date _____

Applicant signature _____ Date _____