

# The Greener Ventures Business Plan Competition

-Undergraduate Division-

## Introduction

The Undergraduate Division of the Greener Ventures Business Plan Competition has the general goal of inspiring greater undergraduate involvement in entrepreneurial ventures, and the specific goal of identifying the three best undergraduate teams for entrance into the broader Greener Ventures competition. The **Dartmouth Entrepreneurial Society (DES)**, whose stated mission involves the encouragement and facilitation of undergraduate entrepreneurship, will administer the undergraduate competition according to the guidelines below.

## Eligibility

The Competition shall be open to any start-up team which includes at least one member of the Dartmouth undergraduate student body as a founding owner at the time of incorporation, subject to the following restrictions:

- All contributions to submission materials made by non-undergraduate team members must be disclosed.
- The DES reserves the right to disqualify at any time teams which it deems to be relying primarily on non-Dartmouth undergraduates for production of its submission materials.
- Final team presentations can be made by Dartmouth undergraduates only.
- Teams must disclose the total amount of funding committed to the company, whether personally or externally, as of the date on which their executive summaries are submitted.
- Teams which have more than \$5,000 in total funds committed shall be ineligible.
- As a necessary condition of eligibility, teams shall grant the DES sole discretion with regard to the public display and availability of their submissions.

## Prizes

First Prize:	\$15,000
Second Prize:	\$3,000
Third Prize:	\$2,000

The three prize winners will also be guaranteed entrance into the final Greener Ventures contest.

\*Prize recipients who have not already incorporated must do so in order to trigger the prize disbursements, and checks shall be made payable to the corporation.\*

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## Competition Process and Timeline

1. Letter of Intent Friday, January 27
  - a. Potential contestants will notify the DES of their intent to enter a submission and provide a three to four sentence description of their idea.
  
2. Two-Page Executive Summary Friday, February 10
  - a. Potential contestants will submit a two-page executive summary of their business plan.
  
3. First Round Eliminations Friday, February 17
  - a. A qualified committee of alumni will select **twenty** of the Executive Summaries submitted for entry into the Semi-Final Round.
  
4. Short Business Pitch Deck Friday, February 24
  - a. Semi-finalists will submit a short pitch deck of no more than **ten** slides.
  
5. Second Round Eliminations Friday, March 9
  - a. A qualified committee of alumni will select **five** finalists. Contestants will not be able to present in person.
  
6. Final Pitch Submission Friday, March 30
  - a. Finalists will submit a power point presentation that consists of no more than **twenty** slides, and that can be presented in no more than **twenty** minutes.
  
7. Final Presentation to Judges Thursday, April 5
  - a. The DES will assemble a qualified panel of **five** judges.
  - b. The presentation format for each team will be as follows:
    - i. **Twenty** minute team presentation
    - ii. **Fifteen** minute question and answer session
  
8. Awards
  - a. After deliberation, judges will notify winners on the night of the presentations.

## Judgment Criteria

1. Is the team capable of executing its plan?
2. Has the team adequately defined and come to understand the market for its product?
3. Is the market big enough?
4. Is the team's product
  - a. Easily replicable?
  - b. Defensible against imitation?
5. Is the team's business model realistic and scalable, with consideration given to exit opportunities?
6. Has the team identified how initial funding can be spent most effectively?
7. Can the plan be implemented reasonably quickly?