



Competitive Process and Deadlines

Application Deadline: **Monday, August 18, 2008.** The application and business plan of no more than 30 pages is due by 5 PM EST on Monday, August 18th. All submissions MUST conform to the [eligibility guidelines](#) and [business plan format](#) rules to advance to the semi-final round. All submissions will be reviewed by the Silverman Business Plan Committee to ensure that the Competition eligibility guidelines and business plan format rules are satisfied.

Advancement Notification to Semi Final Round: **Monday, August 25, 2008.** Successful applicants will be notified via email no later than Monday, August 25th of their advancement to the semi-final round of the competition. All submissions that meet the eligibility guidelines and business plan format rules of the competition will advance. Following identification of eligible participants, members of the Silverman Business Plan Competition Committee will evaluate each semi-final round business plan and select three finalists based on the [competition criteria](#).

All semi-finalists not proceeding to the final round will receive feedback from business plan advisors that will be helpful in their plan revisions, including:

- Receipt of the business plan review judging form, giving individual feedback as well as comparative feedback regarding the plans of finalists.
- A one-on-one (in person or telephone), one hour business plan review session with an Entrepreneurship Program advisor to discuss your entrepreneurial venture.
- Invitations to participate in select business plan preparation activities of the Entrepreneurship Program at SOM in 2008-09 with no admissions or tuition fee.

Advancement Notification to Final Round: **Monday, September 8, 2008.** Three finalists will be notified via email that their plans have been chosen to move to the final round. Final round participants will receive one-on-one coaching from an assigned Competition E-Team who will advise and coach the finalist to refine the written business plan; create a content rich, compelling presentation for the final competition; and hone fundraising pitch skills. At least one in-person

meeting is suggested where a full pitch process is simulated and evaluated. The E-Team may access additional subject matter experts as deemed appropriate.

Finalist Business Plans Submitted: **Friday, September 19, 2008.** Finalists may submit revised business plans for consideration by the finals judges on or before October 19th, 5 PM EST to entrepreneurship@simmons.edu. Immediately following, written business plans of the finalists will be distributed to the finals judges for review. If a revised plan is not submitted by the deadline, the business plan submitted as part of the competition application will be used.

Finalist PowerPoint Slides Submitted: **Tuesday, September 30, 2008.** The three finalists must submit their final PowerPoint presentation slides for use at the Competition by email by 5 PM EST on Tuesday, September 30th.

Final Competition: **Friday, October 3, 2008.** The three finalists will present their plans in person and will receive coaching from the Competition judges on their written and oral deliverables. Each presentation will be 10 minutes, with 15 minutes of follow-up with the judges. A winner will be announced and awards will be presented at the conclusion of the competition at a reception marking the kick-off to the SOM Alumnae Reunion Weekend.

Please note:

Business plans must follow the [business plan format](#) rules in order to be considered. Plans that do not meet these rules will be rejected without review.

Members of the Silverman Business Plan Committee are chosen by the Chair of the Entrepreneurship Program, Dr. Teresa Nelson. The members are entrepreneurship experts including capital providers, business experts and entrepreneurs with experience in the start-up space. Different individuals will be used for the 1st, 2nd and final round judging, and discussion among these groups regarding participant plans is forbidden. Business plans will be held confidentially and not shared beyond the Silverman Business Plan Committee. Please see the section on [confidentiality and cautions](#) in the business plan format rules. All members of the Committee will sign non-disclosure agreements to participate in the judging process.

Communication between the applicants and the Competition will be done via email. If you have questions that you would like to follow-up on by telephone or in-person, please email entrepreneurship@simmons.edu stating the nature of the request so that one of our Competition management team members can get back to you