



BIZFILINGS & NFIB YOUNG ENTREPRENEUR PLAN FOR THE FUTURESM COMPETITION

BizFilings and the National Federation of Independent Business through its non-profit education organization, the Young Entrepreneur Foundation is sponsoring the Plan For The FutureSM competition, a youth business planning competition designed to enhance the entrepreneurial capability and strategic planning expertise in the next generation of U.S. entrepreneurs.

Timeline

Entries Accepted: March 15, 2007 – May 1, 2007
Judging Period: Judging complete by June 1, 2007
Winners Announced: Mid-June

Total Prizes: \$15,000

- 1st prize: \$7,500
- 2nd prize: \$5,000
- 3rd prize: \$2,500
- Up to ten \$1,000 scholarships for higher education expenses will be distributed throughout the country.

Terms & Conditions

- Contestants: Individuals who have submitted business plans between March 15-May 1, 2007. Individuals must be attending a U.S. high school or college to participate.
- Eligibility and entry fee: Contest is open to all business sectors/industry categories. There is no cost to enter the contest. Participants must be an entrepreneur in high school or college. **Entries are for currently operated businesses.**
- Submission deadline: 5 p.m. (CST), May 1, 2007
- NO FAXES WILL BE ACCEPTED
- Winners will be notified by telephone and in writing. No other notifications will take place.

Business Plan Document Process and Format

For business plan submissions to be considered, the below formatting must be observed.

- Cover form – download from www.NFIB.com/YEF or www.BizFilings.com
- Single space with Times New Roman font of letter size 12
- 8.5" x 11" paper
- Margins of at least 1"
- Professionally bound (i.e., spiral binding)
- Maximum length of actual plan: 20 pages, including the competition cover page, table of contents, all charts, graphics, financials, and any appendices

Plan Components

The document must be submitted according to the format guidelines listed above. The business plan **MUST** address the following areas:

- Cover page (includes all pertinent contact information for the contestant)
- Table of contents
- Executive summary (maximum two pages)
- Company background
- Business concept and identity
- Market analysis
- Products/Services
- Competition (existing and potential)
- Operations
- Financial planning
- Market opportunity

Judging Criteria

All base criteria (noted above) must be met.

The judges will use a rating scale of 1 to 9 in judging the major components of the plans that reach the second level:

- 1= criteria not met
- 2=very poor
- 3=poor
- 4=fair
- 5=adequate
- 6=fine
- 7=good
- 8=very good
- 9=excellent

The judges will evaluate the plans based on the following factors:

- Innovation and creativity in the business concept
- Market analysis, sales and marketing strategy identifying the targeted audience, demographic information and details of selling premise
- Competitive analysis discussing existing and potential competition, market share, pricing and positioning, and the unique selling feature of the offering
- Operational procedures for production and distribution, addressing issues on resource requirement, technology, intellectual property
- Management and human resource background, addressing the relevant expertise of key individuals in facing organizational needs and discussing organizational structure
- Financial highlights communicated in an easy to understand format that projects financial performance; addresses risks; discusses trends and assumptions; and includes an income statement, balance sheet, and cash flow analysis on a monthly basis for year 1, quarterly for years 2-3, and annually for years 4-5 as well as a funds analysis, and a breakeven analysis
- Clarity portrayed as a concise and well-written plan
- Market opportunity demonstrating demand and interest

Legal Information

By submitting a business plan to enter the contest, the contestant agrees to be bound by the terms and conditions of the contest as designed and published by BizFilings & the NFIB Young Entrepreneur Foundation (the organizers). The contestant understands and agrees that the organizers of the contest reserves the right to make all final and binding decisions with respect to all aspects of the contest, and the contestant agrees to be bound by all decisions of the organizers. Successful applicants understand that this contest should not be construed as an endorsement or determination of future success by the organizers.

- The contestant authorizes the organizers to identify successful contestant (name/picture) in connection with organizing or promoting the contest.
- The organizers agree to maintain the information submitted in confidence and to not reproduce/distribute/communicate the information within, without expressed written consent of the contest entrant. All plans submitted will be disposed of (shredded) immediately at contest conclusion.
- Should a scholarship recipient be in high school, the award will not be distributed until the student has graduated and identified the college/university where they will be pursuing their higher education.
- Organizers will not be responsible for loss or damages to the materials submitted.
- Staff and vendors of the organizers are not eligible to participate in the contest.
- The organizers reserves the right to judge and evaluate the entries, the function of which is reserved solely for the judges appointed. The organizers reserve the right to make all final decisions regarding all aspects of the contest.
- The organizers reserve the right to disqualify any contestant if it is determined that the contestant has submitted false information or committed fraud and/or plagiarism.

The Organizers

The NFIB Young Entrepreneur Foundation is a 501(c)(3) organization promoting the importance of small business and free enterprise to the nation's youth. The Foundation is associated with the National Federation of Independent Business, the nation's largest small-business advocacy group. A nonprofit, nonpartisan organization founded in 1943, NFIB represents the consensus views of its small-business members in Washington and all 50 state capitals. More information is available at www.NFIB.com/YEF.

To accomplish its mission, the Young Entrepreneur Foundation depends on support from companies, such as BizFilings, which are interested in strengthening our country's commitment to teaching the values of free enterprise and entrepreneurship.

BizFilings is the leading Internet provider of incorporation and related services to business owners. BizFilings professionally forms corporations, LLCs, and nonprofits faster than anyone else. The company also offers Ultimate Business Planner software to help new businesses succeed.

As a company started in 1996 by entrepreneurs seeking online resources to start a business of their own, BizFilings embraces the entrepreneurial spirit. The company has grown rapidly in the past decade, helping over 100,000 domestic and international business owners with their corporation, limited liability company, and nonprofit formation needs. The company is headquartered in Madison, WI, with satellite operations around the country.

BizFilings is a part of Wolters Kluwer, a leading multinational publisher and information services company. Wolters Kluwer has annual revenues (2005) of €3.4 billion, employs approximately 18,400 people worldwide and maintains operations across Europe, North America and Asia Pacific.

