



Instructions and Form for Submission of Business Plan

Instructions

1. The Business Plan must be emailed to LowellMilkenInstitute@law.ucla.edu on or before midnight on Friday, March 24, 2017. **A Plan received after that time will not qualify for inclusion in the competition. No exceptions.**
2. As required by the Competition Rules:
 - a. The Business Plan may be no longer than 6000 words. Appendices are not included in the word count. The Business Plan should be presented in the following format: typed and double-spaced in 12 point Times New Roman font (excluding all appendices). Please submit your Business Plan in a pdf format.
 - b. The Business Plan should, at a minimum, address all of the characteristics set forth below:
 - i. Executive summary and company overview;
 - ii. Description of products or services that the startup company will provide;
 - iii. Market need for the products or services;
 - iv. Market potential for products or services indicating a large and growing market or untapped need;
 - v. Competitive advantage explaining why the product or service is differentiated from the status quo;
 - vi. Management reflecting a strong team with the ability to successfully execute the Business Plan;
 - vii. Financial forecast including viability of plans for raising the capital required by the Startup Company, including *pro forma* cash flow statement, balance sheet and income statement, sources and uses of funds;
 - viii. Analysis of operational risks, legal risks, and regulatory risks; and
 - ix. Any other information the Team believes will advance its Business Plan with investors.

- c. In addition, the Business Plan must also include:
 - i. A description of the type of business entity that has been formed or is about to be formed by the team (corporation, LLC, etc.) and the ownership interests of all persons. A person who is not a team member may have an ownership interest. Please note that the team need not have registered the entity with the relevant state jurisdiction (e.g., Cal. Commission of Corporations), but it must be ready to be registered.
 - ii. A section identifying and discussing the legal and regulatory risks, including possible mitigation of risks.
 - iii. A section identifying all the intellectual property (patents, trademarks, copyright, etc.) that the venture needs to commence operations and take the necessary steps to secure the intellectual property for the venture.
 - iv. A section identifying all contractual relationships that the venture has or will need in the near future.
 - v. Each Business Plan shall include, as an Appendix, a proposed term-sheet for future investors in the venture.
3. **The last page of the Business Plan must include a statement of the number of words in the Business Plan (excluding all appendices and the statement of the number of words): “This Business Plan contains ___ words.”** You may rely upon the word count of the computer program used to prepare the Business Plan.
4. Each Team may submit only one Business Plan.
5. Please complete and submit the form of submission accompanying these instructions with your Business Plan. This form is similar to the form that you filled out when your Team registered for the Competition. However, the description of your project may have changed so we ask you to provide a short description again even if it identical to the description you provided earlier. Similarly, there may have been changes in the identities of your Team Members, and we ask that you provide us information about the current Team Members. Finally, please read page 3 of the form very carefully to make sure that your Team can make the required representations and warranties. Submit the form by emailing it with your Business Plan as a separate document.