



## Instructions and Form for Submission of Business Plan

### Instructions

1. The Business Plan must be emailed to [LowellMilkenInstitute@law.ucla.edu](mailto:LowellMilkenInstitute@law.ucla.edu) on or before 11:59 p.m. on Friday, March 23, 2018. **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. The Business Plan should be presented in the following format: typed and double-spaced in 12 point Times New Roman font (excluding all appendices).
  - 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.
3. Remember that the Eligible Law Student shall develop a proposed term-sheet for future investors in the venture including a possible equity investment such as a Simple Agreement for Future Equity (SAFE) or a convertible loan. A copy of the proposed term-sheet shall be an Appendix to the Business Plan.

4. **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.
5. Each Team may submit only one Business Plan. Please submit your Business Plan in a pdf format.
6. 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.