



Instructions and Form for Submission of Business Plan and Video

Instructions

1. The Business Plan must be emailed to LMISandlerPrize@law.ucla.edu on or before 11:59 p.m. on Friday, March 21, 2025. Please submit your plan in a PDF format. **A Plan received after that time will not qualify for inclusion in the competition. No exceptions.**
2. Along with your Business Plan, you must submit a video, no longer than 2-minutes, pitching your venture. **The video should be in landscape-orientation and MP4 format.** Email the video or a link to the video to LMISandlerPrize@law.ucla.edu.
3. As required by the Competition Rules:
 - a. The Business Plan may be no longer than 6,000 words. The word count does not include any document that is an appendix to the Business Plan. The Business Plan should be presented in the following format: typed and double-spaced in 12 point Times New Roman font.
 - 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.

4. Remember that the Eligible Law Student(s) on a team must create a statement that describes what they actually did as part of the team. The statement does not need to be long—300 to 500 words is probably sufficient although feel free to write more. The statement should be separate from the Business Plan (it can be an appendix to the Business Plan) and not counted as part of the Business Plan word limit. The first round judges will not consider the statements at all. The statements will be read by the second round judges and considered as part of their judging. **If a team has more than one law student, the students may submit a single joint statement specifying what each student did.**
5. **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.
6. Each Team may submit only one Business Plan.
7. Please complete and submit, with your Business Plan, the Business Plan Submission Form accompanying these instructions. A fillable pdf of the Business Plan Submission Form is available at www.uclalawprize.com The Business Plan Submission 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 Business Plan Submission Form as a separate document from your Business Plan by emailing it to LMISandlerPrize@law.ucla.edu.
 - a. By submitting the Business Plan Submission Form, you make certain representation about the venture’s rights to use IP. LMI reserves the right to consult with the University of California about the rights to use IP and if there are questions, the University of California may seek more information from you.
 - b. If you are entering the competition for the New Venture Award, please indicate so on the Business Plan Submission Form. To be considered for the New Venture Award, the following must be true about your venture:

The venture has not won any award in any entrepreneurship competition prior to the date of the Final Round of the Lowell Milken Institute-Sandler Prize competition.
9. If you have questions, please email Michael Dorff at dorffm@law.ucla.edu.



LOWELL MILKEN INSTITUTE SANDLER PRIZE FOR NEW ENTREPRENEURS

Business Plan Submission Form Email to: LMISandlerPrize@law.ucla.edu

Team Name

Please provide a general description of your Project

Team entry information

Team Member #1

Name

Email

Phone Number

School and Year of Graduation

Team Member #2

Name

Email

Phone Number

School and Year of Graduation

Team Member #3

Name

Email

Phone Number

School and Year of Graduation

Team Member # 4

Name

Email

Phone Number

School and Year of Graduation

Team Member #5

Name

Email

Phone Number

School and Year of Graduation

Team Member #6

Name

Email

Phone Number

School and Year of Graduation

IMPORTANT – PLEASE READ THE INFORMATION ON PAGE 3 OF THIS FORM. YOUR SUBMISSION WILL NOT BE COMPLETE UNLESS YOU ARE ABLE TO CHECK THE BOX ON PAGE 3 AND MAKE THE REPRESENTATIONS AND WARRANTIES REQUESTED.

READ CAREFULLY:

By submitting a Business Plan for the Lowell Milken Institute - Sandler Prize for New Entrepreneurs, each member of the Team represents that the Team meets all of the requirements for participation including but not limited to (a) all Team Members are eligible under the Competition Rules; (b) the Team includes the required number of Eligible Law Students; (c) the proposed Project is not venture-backed; and (d) the Team or Team Members either own or have a right to use all of the intellectual property used in connection with the Project or will have such ownership or right as of the time of the final round of the competition.

By checking this box you represent and warrant that the above information is true.

New Venture Award Competition

By checking the box below, you are entering the New Venture Award Competition and you represent that your venture is eligible for the New Venture Award.

Please Note

Each Team shall own or have a right to use all the intellectual property used in the Project and must be able to represent and warrant to the sufficiency of the Team's rights. UCLA's general counsel's office reserves the right to request further information on any intellectual property used in connection with the Project. Failure to obtain all necessary rights to use the intellectual property shall result in disqualification from the competition.

Consent

By submitting the Business Plan and Video, each Team and its members consent to UCLA School of Law and Lowell Milken Institute for Business Law and Policy's use of the Video for purposes of advertising the Lowell Milken Institute-Sandler Prize for New Entrepreneurs, as well as any academic and co-curricular programs at UCLA School of Law. Permitted uses include but are not limited to displaying the video at events, and on websites and social media sponsored by UCLA School of Law and/or the Lowell Milken Institute. Each team and its members also consent to UCLA School of Law and/or the Lowell Milken Institute's right to edit their Video as UCLA School of Law and/or Lowell Milken Institute see fit, in their sole and absolute discretion, for the permitted uses.