new york state business plan competition

NYBPC

"The Premier Collegiate Contest"

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2013 New York Business Plan Competition Informational Webinar

February 1, 2013

School of Business University at Albany State University of New York

College of Nanoscale Science & Engineering University at Albany State University of New York

Syracuse University

Clarkson University

NYIT New York Institute of Technology

Canisius College

R·I·T

LIU Brooklyn

ESF

Hudson Valley Community College

University of Rochester

Marist

SUNY Levin Institute

University at Buffalo The State University of New York

Cornell University

Stony Brook University

sunyit

Siena college

Skidmore College

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Agenda

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NYBPC Background

- The New York Business Plan Competition (NYBPC) is a venture creation and innovation competition that was established in 2009 to encourage innovation and entrepreneurship throughout New York's colleges and universities
- The NYBPC is the only leading collegiate business competition that is a regionally coordinated, collaborative statewide program representing more than 25 colleges and universities, which sets it apart from all other competitions in the nation
- Since 2010, over 140 student teams from 25 of New York's collegiate institutions have pitched their ideas and ventures at the NYBPC
- The winners are selected each year by esteemed judges including venture capitalists, angel investors, investment bankers, other sophisticated public and private investors, and seasoned entrepreneurs
- At the end of the 2012 competition, more than $310,000 in cash and in-kind prizes have been awarded to student entrepreneurs in New York

Regional Competitions

- 10 regional partner institutions will host the semifinals in late March/early April
- Application due dates are different for each region and applications should be submitted to the appropriate regional contact
- A maximum of 2 teams from each of the 6 tracks at the 10 regional competitions will be invited to the final competition on April 26
- Information about each regional competition is available at: http://cnse.albany.edu/NewYorkBusinessPlanCompetition/RegionalCompetitions.aspx

Regional Partners

- The regional partners from New York's 10 Regional Economic Development Council zones are:
  - Capital Region – College of Nanoscale Science and Engineering, University at Albany School of Business, Siena College, Skidmore College, and Hudson Valley Community College
  - Central New York – Syracuse University and SUNY-ESF
  - North Country – Clarkson University
  - Mohawk Valley – SUNYIT
  - Finger Lakes – University of Rochester and Rochester Institute of Technology
  - Western New York – Canisius College and University at Buffalo
  - Southern Tier – Cornell University
  - Mid-Hudson – Marist College
  - New York City – LIU Brooklyn, New York Institute of Technology, and SUNY Levin Institute
  - Long Island – Stony Brook University

Eligibility Requirements

- In order to be eligible to apply for and participate in the regional and final competitions, all teams must meet the following criteria:
  - Consist entirely of currently enrolled graduate and/or undergraduate students from accredited New York colleges and universities; teams must consist of one to a maximum of six members
  - A faculty or staff member is required to be listed as an advisor for the team; offering guidance, support, and technical expertise
  - Students may not participate on more than 1 team each year of the competition
  - Cumulative public and private capital raised may not exceed $100,000
  - Student ownership of venture must be 100%

Presentation Information

- There will be 6 separate tracks for students
  - Biotechnology / Healthcare
  - Energy / Sustainability
  - Information Technology / Software
  - Nanotechnology / Advanced Technology
  - Products / Services
  - Social Entrepreneurship / Non-Profit
- Presentation format will be the same for regionals and finals; 10 minute presentation followed by 5 minute Q&A
- Judges will be investors-only (VCs, angels, private equity, and other sophisticated public and private investors)
- Judges are advised to act as they would in a closed-door boardroom investment presentation during the Q&A session
- Presentation template and judges scoring rubric is available on the website

Prize Information for Final Competition

- First, second, and third place teams will be awarded for each of the 6 tracks
- The first place teams from each of the 6 tracks will then go head-to-head and compete for the $50K grand prize
- The prize breakdown at the final competition is:
  - $50,000 cash* + in-kind services – 1 Grand Prize team
  - $10,000 cash* + in-kind services – 5 First Place teams from each track
  - $5,000 cash* – 6 Second Place teams from each track
  - $2,500 cash* – 6 Third Place teams from each track
- *Note: cash prize amounts will increase if more sponsorships are secured
- The 1 Grand Prize team and 5 First Place teams will receive half of the cash prizes upfront and will then be required to work with the program organizers to meet certain milestones in a specified period of time in order to be awarded the remaining half of the cash prizes

Sponsorship Benefits

- The NYBPC represents a unique opportunity for sponsors collaborating with the program to provide visibility and marketing for their organizations
- The program is rapidly becoming known as one of the Northeast's leading collegiate business competitions and one of the largest in the country
- In addition to the targeted marketing program deployed by the organizers that actively promotes partners of program, the competition provides the following primary benefits to sponsors:
  - Access to participating students from major college and university communities throughout New York
  - Opportunity to network with top investors as well as other business and political leaders who participate in the program
  - Exposure to the future business leaders of our communities
  - Opportunity to support and encourage the entrepreneurial spirit and help advance the technology transfer originating at New York's leading colleges and universities
  - Opportunity for economic development and job creation through start-up creation

Questions?

www.nybplan.com

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More Information

- All Information: www.nybplan.com
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