



New York Business Plan Competition “The Premier Collegiate Contest” An Overview of Partnership Benefits

BACKGROUND

The New York Business Plan Competition (NYBPC) – “The Premier Collegiate Contest” – 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 College of Nanoscale Science and Engineering (CNSE) of the University at Albany, UAlbany’s School of Business, and Syracuse University are the lead organizing institutions of the NYBPC.

Since 2010, over 140 student teams from 25 of New York’s colleges and universities have pitched their ideas and ventures at the NYBPC. At the end of the 2012 competition, more than \$310,000 in cash and prizes have been awarded to student entrepreneurs in New York. 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.



2013 PROGRAM

Over 300 graduate and undergraduate student teams from accredited New York colleges and universities will submit applications to participate in one of the following six categories: Biotechnology / Healthcare, Energy / Sustainability, Information Technology / Software, Nanotechnology / Advanced Technology, Products / Services, and Social Entrepreneurship / Non-Profit.

The New York Business Plan Competition has engaged leaders of innovation and entrepreneurship – champions – which are represented by professors, center directors, and administrators from over 25 campuses across the state.

The 2013 NYBPC will feature regional competitions in New York’s 10 Regional Economic Development Council zones – Capital Region, Central New York, North Country, Mohawk Valley, Finger Lakes, Western New York, Southern Tier, Mid-Hudson, New York City, and Long Island. Regional partner colleges and universities will host semifinal competitions in their regions in early April 2013. The top teams from each of the 10 regions will then be invited to the final round of the statewide competition, where they will go head-to-head for the grand prize at CNSE’s Albany Nanotech Complex on April 26, 2013.

WHY PARTNER?

The New York Business Plan Competition represents a unique opportunity for partners collaborating with the program to provide visibility and marketing for their organizations. The NYBPC 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 8-month targeted marketing strategy deployed by the organizers that actively promotes sponsors of program, the NYBPC provides the following primary benefits to stakeholders:

- 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.



New York Business Plan Competition “The Premier Collegiate Contest” An Overview of Partnership Benefits

The expanded program for 2013, which will feature semifinal competitions hosted by a regional partner university in the 10 major regions of New York, offers targeted exposure for partners throughout each region of New York. This is key for raising visibility across the state, especially since some of the regions are markets where they are currently trying to expand and build a stronger presence.

Throughout the months leading up to the semifinals and finals in April 2013, the organizers will engage, communicate and coordinate regularly with key partners to maximize their involvement. This will ensure that partners are aware and can participate in all current marketing and programmatic activities for the NYBPC, both on a regional and statewide level.

HIGH IMPACT, HIGH EXPOSURE COLLABORATIONS

Participants of the New York Business Plan Competition get a sense of partner organizations, products, and services, and have access to contact for future collaborations or business relationships. The 2012 NYBPC had over 25 champion universities, 125 teams, 35 investor judges, and over 400 attendees participate. With the 2013 NYBPC expanding to hold semifinal competitions in each of the state’s 10 major regions followed by the final competition in Albany, NY, each partner will be highlighted continually to all participants in every part of New York.



Given the support that the NYBPC has gained from Governor Cuomo’s office, Empire State Development, Regional Economic Development Councils, the SUNY system, over 25 of New York’s top colleges and universities, and the investment community, getting involved with the program will go further in providing visibility as well as fostering small businesses and economic development across the state.

ONE OF THE NATION’S LEADING COLLEGIATE BUSINESS COMPETITIONS

The lead organizing institutions have grown the New York Business Plan Competition from a small, regional competition into a statewide competition with some of the largest awards and prizes of any student business competition in the world. The NYBPC is the only leading collegiate business competition that is a regionally coordinated, collaborative statewide program representing over 25 colleges and universities, which sets it apart from all other competitions in the nation.

LEARN MORE

Visit www.nybplan.com or contact Dr. Pradeep Haldar at phaldar@albany.edu; Dr. Donald Siegel at dsiegel@albany.edu; Dr. Bruce Kingma at brkingma@syr.edu.