



NYU Stern Business Plan Competition Traditional New Venture Concept Guidelines

Purpose

The goal of the New Venture Concept is to clearly articulate the venture business model and marketability of the new venture; describe its potential for financial profitability and success; and communicate the management team's ability to execute and succeed in its business goals. The concept document should be two pages. Keep in mind, this concept is an overview – you will identify the details in the full business plan. Use the structure below to guide your proposal.

Screeners and judges have been advised to focus on the five key areas outlined below with importance designated by percentages. They also receive the following guidance:

Funding: The startup does not need to be one that requires venture capital unless that is appropriate or needed. However, all enterprises require funding and therefore, the preliminary venture concept must state how you propose to fund your venture.

Scale: The venture need not be initiated as a large venture unless that is appropriate. However, we do not view favorably the small venture that lacks a vision for growth.

Evaluation Criteria

1. New Venture Idea 25%
 - a. What existing need or want does the concept fill? In other words, what is the problem you solve?
 - b. Describe the service/product – will it change the way people live, work or do business?
 - c. Who is your customer? What is your market segment? Is there more than one customer group?
 - d. What is the unique selling benefit? (e.g. why will they buy?)
2. Venture Model 25%
 - a. What are your sources of revenue and funding?
 - b. What are your cash needs for first year of operations? And how will you get there?

- c. What are your initial financial projections? Provide a simple income statement with revenue, cost of goods sold, other expenses and projected margins.
 - d. How do you plan to scale the business?
- 3. Market Analysis 25%
 - a. Who is the present competition and possible new entrants?
 - b. What are the critical success factors?
 - c. What are the critical risks and how, if possible, will you manage them?
 - d. What is your competitive advantage? Is this advantage sustainable?
 - e. What is the appropriate segment of customers?
 - f. What is the marketing plan?
- 4. Operations Plan 15%
 - a. How does this business work? Identify: development/logistics/human resources/physical facilities/operating and sales cycle necessary to fulfill the strategy and mission of the venture.
 - b. Articulate milestones for new venture. What's your current status?
- 5. Management 10%
 - a. What are the current team's qualifications for executing this plan successfully?
 - b. Who are the necessary key hires?

Submission Procedure

The Venture Concept should be no more than two pages of text and a third page of source documentation with one-inch margins and 12-point type. Submit the initial and revised venture concepts online at http://www.stern.nyu.edu/bces/index_bcomp.php