

Guidelines

3 Parts

- Create a product or business of any kind
- Create a business Plan
- Presentation in front of investors and a live audience

1 Rule

- **You can create any business you want, as long as it makes money**

In Order to Participate in the Competition:

- You must be able to be in New York City from October 14th- 19th. If you make it to the final round we're going to need to have you around for rehearsals.
- You must speak english and your business plan must be in english
- You can not enter the competition with an existing business. In other words you can't submit a business that you made, and currently makes money.

Business plan

- **Follow our booklet on how to create a business plan (which was emailed to you when you signed up)**

Business plans will be judged on the following criteria:

- Business plan research- Did you do enough research? Do you know what your talking about?
- Business plan content- Does it have everything we asked for in the booklet? Is it organized? Is it presented nicely? Do all your financial projections add up and make sense?!
- Business plan feasibility- Is the idea presented in the business plan a feasible one?
- And most importantly- overall innovation!

Presentation rules- Only if you make it to the final round

- Each presentation can not be longer than 10 minutes
- Each company must use slides for their presentation
- Each member of the company must speak during the presentation
 - Every member must have a specific part in the presentation to speak
 - For Example: Max will speak about company Marketing and distribution, Joe will speak about the financials, and Jack will speak about the companies game plan and product design.
- No skits!
- Dress nicely. No need for a suit.

Presentations will be judged on the following criteria:

- Presentation Content
- Presentation Comprehension
- Presentation Preparedness

First prize: The student or team of students that wins the competition will receive a complimentary business website, designed by Startup Station, a boutique consultancy agency, that assists individuals launch start-ups as well as a complimentary, consultation with members of Startup Station's staff to discuss launching the winner's business. Also a check for \$2000.

Information Sessions

If you would like to know more about the competition, and meet the sponsors and founder, than please attend an information session.

12 PM, May 4th, 2014

12 PM, September 7th, 2014

Info session address: 1115 Broadway, Floor 10, New York, NY 10010

Business plans are due **October 1st**. Final Presentations (if you qualify) will be **October 19th**

Submit to submissions@beteshcontest.com

Questions? Email: hello@beteshcontest.com