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**Dear Friends, Colleagues and Students:**

The Department of Entrepreneurship at the University of North Dakota is pleased to announce the Giants Entrepreneurship Challenge, our third annual business plan competition, to be held on the UND campus in Grand Forks, on April 13-14, 2012.

The competition is open to all student teams at all colleges and universities in North Dakota, and student teams at other colleges and universities in the United States and Canadian provinces. Judges for the competition will be experienced entrepreneurs and business development specialists, not faculty. To ensure that the Giants Entrepreneurship Challenge provides as much useful feedback as possible, we are asking our judges to thoroughly evaluate the quality of each business plan in selecting winners.

Cash prizes will be awarded to the top three teams at the Award Ceremony. We will also award prizes for the “Best Elevator Pitch”, “Most Improved” and “Most Innovative Idea” separate from the business plan competition. For more information, please contact us at [challenge@business.und.edu](mailto:challenge@business.und.edu) or by phone at 701-777-4916.

Please join us for what promises to be a fun and exciting event!

Sincerely,

Craig Silvernagel  
Instructor and Chair, Department of Entrepreneurship  
University of North Dakota

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Contact info:  
Giants Entrepreneurship Challenge  
Department of Entrepreneurship  
293 Centennial Drive, Stop 8355  
Grand Forks, ND 58202-8355  
[challenge@business.und.edu](mailto:challenge@business.und.edu)  
701-777-4916



## **Deadlines & Checklist**

- March 14, 2012 – Submit Executive Summary, Intent to Compete Form, and Biographical Information Form
- March 20, 2012 – Qualifying teams will be notified.
- April 6, 2012 – Full Business Plans must be received by this date.
- April 13-14, 2012 – Compete in Giants Entrepreneurship Challenge!

Forms can be found online at <http://business.und.edu/>

## **Intent to Compete, Biographical Data**

*Deadline: Wednesday, March 14, 2012*

Complete both the Intent to Compete and Biographical Data forms and submit by the deadline. The Intent to Compete form will need to be emailed by the faculty advisor to [challenge@business.und.edu](mailto:challenge@business.und.edu).

## **Executive Summary**

*Deadline: Wednesday, March 14, 2012*

The Executive Summary shall be submitted electronically in a pdf file to: [challenge@business.und.edu](mailto:challenge@business.und.edu).

The Executive Summary should be a one-to-two page synopsis of your Business Plan. Page formatting is 1.5 inch line spacing with 1 inch margins on all sides on 8.5-by-11-size paper. Font size must be 12-point.

It is highly recommended that your Executive Summary highlight the most interesting and important elements of your plan that would inform an external reviewer or judge to understand why your idea will succeed.

On or before March 20, 2012, Teams will be notified if they have been selected to present their Business Plan and Elevator Pitch at the Giants Entrepreneurship Challenge on April 13 and 14, 2012.

## **Business Plan**

*Deadline: Must be received by UND on Friday, April 6, 2012*

Send 1 electronic version, in pdf format, of your Business Plan to [challenge@business.und.edu](mailto:challenge@business.und.edu). Send 11 hard copies of your Business Plan to: Giants Entrepreneurship Challenge, Department of Entrepreneurship, 293 Centennial Drive, Stop 8355, Grand Forks, ND 58202-8355. The Business Plan is limited to 25 pages of text not including appendices. Please use 1.5 inch line spacing with 1 inch margins on all sides on 8.5- by-11-size paper. Font size must be 12-point. We ask that each copy is attached with a binder clip, not professionally bound copies or in 3-ring binders.

Your business plan must include an Executive Summary and Financial data (cash flow statement, income statement and balance sheet). Business Plans should clearly explain your Products or Services, Market and Marketing Strategy, Operations, Management, and the Business Model (how your venture makes money).



### **Giants Entrepreneurship Challenge Eligibility and Entry Requirements:**

- ❖ The Challenge is designed for any undergraduate or graduate student enrolled at North Dakota or the United States, or Canadian province college or university during the FY 2011-2012 academic year.
- ❖ The Challenge does not require an entry fee.
- ❖ Teams may be comprised of an individual student or a group of up to four (4) individuals, with no more than one (1) non-student member in the group.
- ❖ The Business Plan must be student-initiated and must have been reviewed and endorsed by a knowledgeable faculty advisor at the students' college or university.
- ❖ The Business Plan may not be for existing franchises or expansions of existing businesses.
- ❖ Faculty Advisors are encouraged, but not required to attend.
- ❖ Each Team must submit the three required documents no later than March 14, 2012:  
(1) Executive Summary of the Business Plan, (2) Intent to Compete Form, and (3) Biographical Information Form.
- ❖ When we receive a Team's three required documents, we will send the Team a complete packet of competition information, including hotel and travel recommendations.
- ❖ Full Business Plans (electronic and hard copies) must be received no later than April 6, 2012.
- ❖ The Challenge will accept the first 20 Business Plans
  - Qualifying Business Plans will be accepted on a first-come, first-serve basis.
  - Business Plans submitted after the initial 20 plans will be placed on a waiting list.
  - In the event a Team withdraws or forfeits from the competition, the next qualifying Business Plan on the waitlist will be selected. We encourage all Teams on the waiting list to continue working on their Business Plans.

### **Giants Entrepreneurship Challenge Process and Procedures:**

- ❖ Team presentation order will be determined by a random drawing. At registration, Teams will receive their team number and presentation times for Rounds 1 & 2 and Elevator Pitches.
- ❖ All Teams will give Round 1 presentations on Friday evening, April 13, 2012.
- ❖ Judges will provide feedback to each Team after all Round 1 presentations are completed.
- ❖ All Teams will give Round 2 presentations on Saturday morning, April 14, 2012.
- ❖ One member from each Team will give a one (1) minute Elevator Pitch on Saturday afternoon, April 14, 2012.
- ❖ The public and media will be invited to observe the Elevator Pitches and attend the Award Ceremony on Saturday, April 14, 2012.
- ❖ The top three teams will be awarded cash prizes at the Award Ceremony on Saturday afternoon, April 14, 2012.
- ❖ All decisions by the judges are final.
- ❖ If you have any questions or need assistance, please contact: Giants Entrepreneurship Challenge at [challenge@business.und.edu](mailto:challenge@business.und.edu) or by phone at 701-777-4916.