

DEADLINES

- Friday, April 13** Written plans must be submitted
- Friday, April 27** Oral presentation
- Thursday, May 3** Final judging panel and awards

BUSINESS MODEL COMPETITION WINNERS

Up to \$30,000 awarded annually.
Actual prize amounts will be released prior to written submission deadline.

THANK YOU TO OUR INVESTORS:

**PAUL AND JOAN ALLEN
WARD FAMILY FOUNDATION**

ENID REGIONAL DEVELOPMENT ALLIANCE

ENCOMPASS FINANCIAL SERVICES, INC.

**CENTRAL MACHINE AND TOOL/PARRISH MFTG GROUP
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ST. MARY'S REGIONAL HOSPITAL
THE CUMMINS CONSTRUCTION CO., INC.**

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MICHAEL P. WRIGHT - EDWARD JONES INVESTMENT
OG&E
GROENDYKE TRANSPORT, INC.
CENTRAL NATIONAL BANK**

PRIZES FOR THE BEST MODELS

Through the support of Autry Technology Center and corporate sponsors, the Cherokee Strip Business Model Competition is able to recognize top performers with cash and in-kind service awards.

The competition is funded by generous donors whose mission is to help build great entrepreneurial leaders and ventures.

All winnings are only to be used for business expenses that will help launch and/or grow the business.

All prizes will be issued upon the presentation of receipts to Autry Technology Center and must be in accord with expenses as outlined in the selected business model.

Autry Technology Center reserves the right to deny claims that do not comply with the intent of donated funds.

In-kind services are professional services donated by Autry Technology Center. Some services may have regional or geographic limitations based on the location of the sponsor.

- **All winners receive one year of SET client status.**
- **Top three can have one year rent in incubator if selected as tenant.**



For more information, please contact Brenda Sheik, Paula Loesch or Brian Gaddy at .580.242.2750.

STRUCTURE OF THE COMPETITION

ROUND ONE: RELEASE FORM AND BUSINESS PLAN

Each competitor will submit a completed release form and business plan to:

Autry Technology Center

Center for Business Development
Attn: Business Model Competition
1201 West Willow
Enid, OK 73701

Presenting an investment package that peaks the interest of investors and customers is the key to getting to round two. Eight semi-finalists will be chosen from submissions and will continue on to round two. Plans that tie within top eight places will all advance to round two.

SUBMISSION GUIDELINES:

All applications and plans must be submitted by Friday, April 13, 2018 at 5:00 pm.

If you need assistance putting your plan together contact Brenda Sheik at 580.242.2750 or email bsheik@autrytech.edu.

ROUND TWO: PRESENTATIONS

The eight semi-finalists will present their business models before the judging panel on Friday, April 20, 2018. The top four models will be selected as finalists that night and are advanced to round three.

ROUND THREE: JUDGING PANEL

The finalists will present their business models before the judging panel on Thursday, May 3, 2018. There will also be a people-choice award given.

CERTIFICATIONS AND AGREEMENTS

By participating the contestant/s agrees to the following conditions:

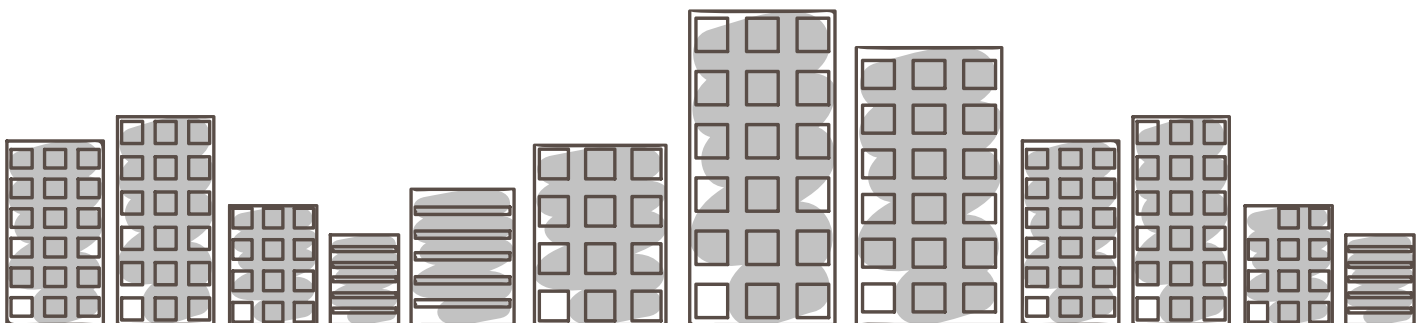


ORIGINALITY OF MODEL

The ideas and concepts set forth in the model are the original work of the contestants and no contestant is under any agreement or restrictions that prohibit or restrict his or her ability to disclose or submit such ideas or concepts to the competition.

COMPLIANCE WITH THE ELIGIBILITY GUIDELINES OF THE COMPETITION

Each contestant has reviewed the Entry Eligibility Guidelines ("the Guidelines") and by his or her signature on the release form certifies that this entry and the team or individual it represents complies with the Guidelines and agrees to abide by the Guidelines.



CHEROKEE STRIP BUSINESS MODEL COMPETITION RULES

The organizers of the Cherokee Strip Business Model Competition have compiled the following set of eligibility rules to ensure compliance to the mission of the competition. All participating teams must comply with these rules. However, GrowEnid, Inc. recognize that no set of rules can apply to every circumstance and therefore reserve the right to determine eligibility or to disqualify any team that they determine at their sole discretion to be outside of the mission of the competition such as, any team that violates the rules, regulations or the spirit of the competition. The competition is open to the public.

ELIGIBLE PARTICIPANTS

Individuals or businesses that want to start, expand or diversify and have not been registered with the state of Oklahoma for more than five years. Previous winners are ineligible to compete.

The business must be a seed or start-up venture and the materials must address the entire business concept (including implementation). Proposals for the buy-out or expansion of an existing company, tax-shelter opportunities, real estate syndications, franchises, non-profit and consulting projects or analyses are eligible on a case by case situational review. Eligibility discretion is up to the competition management and can be determined at any point during the competition- including any business models that are changed for the oral competition submission that do not meet the aforementioned criteria.

CONFIDENTIALITY

Due to the nature of the competition, we will not ask judges, reviewers, sponsors, staff or the audience to agree to or sign nondisclosure statements for any participant. By participating in the competition, entrants agree that neither members of the judging panel, sponsors nor their designated organizations, assume any liability whatsoever for any disclosures of business plan information which may be made (whether inadvertently or otherwise) by any judge, reviewer, staff member, audience member or other individual connected with, participating in, viewing, hearing, or receiving information from the competition.

Participants are encouraged to be selective about what they disclose, to label models and contents with the words "CONFIDENTIAL AND PROPRIETARY" and to seek legal counsel if they have any further questions regarding the legal protection of their ideas.

Contestants are responsible for decisions regarding information disclosure concerning the model that they share with mentors and fellow participants.

The Business Model Competition organizers and judges take no responsibility for unwanted disclosure of information.

BUSINESS PLAN:

Plans are limited to 30 pages of typed text, which includes the Executive Summary, Financial Statement, and Projections, but excludes appendices. Cover sheets are not counted in total number of pages. All pages past 30 (excluding appendices) will be omitted from judging.

Summary financial data must include a five-year pro-forma cash flow statement, income statement, balance sheet, and funds required/used. Include an explanation of the offering to family and friends, SBA, banks or Angels indicating how much money is needed and the proposed structure of the deal, i.e. stock, debentures, etc.

Appendices should be included **ONLY** when they support the findings, statements and observations in the plan. Because of the number of teams/plans entering the competition, reviewers and judges may not be able to read all of the material in the appendices. Therefore, the text portion of the plan (30 pages) must contain all pertinent information in a clear and concise manner.

PRESENTATION:

Each presenting team will be given **15 minutes** to present their business plan followed by a **five-minute** question and answer session between the presenting team and the panel of judges. Each presenting team will have **five minutes** prior to its presentation for setup/preparation and **five minutes** after the presentation for equipment dismantling.

Each presenting team will receive further guidelines regarding presentations including the equipment that will be provided (screens, microphones etc.), presentation protocol, etc. Competitors may bring product samples for their presentations, but may not bring any giveaways to the judges. Handout materials, such as copies of the presentation, are recommended but not required.

Sample Judging Criteria for Business Plan of Competition

EXECUTIVE SUMMARY

- The executive summary is clear, concise, and communicates the overall new business opportunity in context of an integrated market, product/service, capital, and execution perspective.
- The executive summary can function as a stand-alone document.

BUSINESS DESCRIPTION

- Contains a brief historical background of the business, the customer benefits associated with the innovative product/service offering, and the vision for the business.
- Provides an understanding of the organizational structure and history of the business, including past and current funding methods.
- Identifies a realistic unmet market need for the product/service being offered and highlights an innovative product or service to satisfy this need.

MARKET ANALYSIS

- Describes the overall marketing plan of the company.
- The customer problem and a superior innovative solution is clearly identified and well described.
- The intended target market niche and early customer adopters (or first movers) is clearly defined.
- Differentiates the superiority of the innovative product/service over competitors.
- The aggregate market is sufficient to sustain operations and presents significant future growth potential.

COMPETITION AND MARKETING STRATEGY

- Describes the unique competitive advantages of the company.
- The nature of the competition is clear, detailed and includes potential risks and challenges they may present.
- The sales and distribution channel aligns with the customer purchasing preferences or process.
- The company's go-to-market strategy is thorough, organized, easy to follow, and feasible.
- The company's sales and marketing strategy will establish a strong competitive position in the target market.

OPERATIONS

- Describes the issues included in the operational plan.
- The current and incremental/ development stage of the product or service is clearly identified along with any associated risks and/or barriers, such as regulatory approvals.
- The current ability and/or any incremental operational plans exist, either internally or via outsourcing, to commercially produce the product or service and related costs are realistic.
- Post product or service sale customer service and/or support functions exist to ensure the ongoing product or service reputation of the business.

ORGANIZATION AND MANAGEMENT

- Describes the structure of the business and includes current and projected key members' backgrounds and responsibilities.
- The management team, current and planned future hires, has the necessary breadth of business experience & skills, and appropriate industry experience to manage the growing business.
- The overall staffing plan, current and planned employee hires, is realistic and correlates with the projected business expansion and corresponding required skill sets.
- Corporate governance, relative to the business size, is adequately addressed.

FINANCIAL PLAN

- Describes the company's current and projected performance.
- The funding requirements, through a Source and Use of Funds, are clear, well described and realistic.
- An integrated set, including an Income Statement, Balance Sheet, & Cash Flow Statement, of annual financial projections for three to five years.
- Key financial assumptions, covering both the Income Statement and Balance Sheet, are briefly summarized (note: key revenue related assumptions can be included in marketing section).
- All the capital acquisition valuations, the terms and conditions associated with the required capital, and potential returns, including exit alternatives for equity capital, are reasonable.

OVERALL IMPRESSION

- The business opportunity as proposed is reasonable, realistic, and achievable.
- The business opportunity, as proposed, addresses the need of the customers, the employees, vendors, business partners, and shareholders.

Sample Judging Criteria for Presentation

CONCEPT:

Concept seems feasible
Enterprise is potentially scalable
Enterprise is potentially sustainable

CONTENT:

Sample Judging Criteria for Oral Presentation
Clearly identifies the problem being solved or need being fulfilled
Clearly outlines what is being sold and how it solves the problem
Identifies the target market/customer
Clearly identifies the competition
Clearly states the enterprise's competitive advantage

DELIVERY:

Does not exceed time limit
Good voice projection, enunciation, pace
Good eye contact; good audience interaction
Convincing and passionate
Ends with a strong close

REMEMBER - THE JUDGES ARE BASICALLY MAKING SURE THAT YOU:

- Clearly describe the business
- Have an understanding of the market
- Have all components of a business plan
- Can articulate the model (remember, the plan is the talk and the model is the walk)
- Are consistent
- Project an ability to succeed
- Have effective presentation skills

(Favor may be shown to businesses operating in the Enid trade area.)



WAIVERS AND RELEASE FORM

Please complete the following section and submit this form with your Business Model.

Each Contestant understands that Autry Technology Center, each of the co-sponsors, judges, mentors, co-organizers, and its directors, officers, partners, employees, consultants, and agents are volunteers and are under no obligation to render any advice or service to any Contestant. The views expressed by the judges, co-sponsors, co-organizers, and the Organizer Representatives are their own and not those of Autry Technology Center or any other person or entity.

Each Contestant also understands and agrees that although the Competition Officials have taken and will take the steps described in the Guidelines regarding confidentiality of the ideas and models submitted by the Contestants, the legal protection of the ideas and the Models submitted by the Contestants to the Competition is otherwise the sole responsibility of the Contestant. In consideration of the time, expertise, and other resources provided by the Competition Officials and Organizer Representatives to the Competition, each Contestant hereby voluntarily releases each Competition Official and each Organizer Representative from any further liabilities, responsibilities, and accountabilities relating to or arising out of such Competition Officials or Organizer Representative's participation in the Competition.

| BUSINESS NAME | | PRIMARY PHONE | |
|---|-------|----------------------|------|
| | | | |
| CONTESTANTS (TEAM MEMBERS): List all team members, principal contestant first. | | | |
| Name | Email | Signature | Date |
| | | | |
| | | | |
| | | | |

Please indicate a category (retail, manufacturing, medical, etc) for your business model:

TITLE SPONSORS

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Joan & Paul Allen

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