

## **Guidelines for Preparing the Executive Summary and Business Plan**

- Application Form and \$25 entry fee must be received by 5:00 PM on February 6<sup>th</sup>. It may be turned in with the Executive Summary.
- Deliver six (6) copies of all required submissions to the College of Business Dean's Office – (room 173) by the due date. Date may be found on the EoErath Homepage ([www.EoErath.com](http://www.EoErath.com)) An acknowledgement receipts will be given at the time of delivery.

### **PAGE FORMAT**

- 8.5 by 11 inches (portrait orientation) with a minimum of 11 point font size. The type of font used should be similar in size to Times New Roman or Arial font.
- There are many available formats for executive summaries and business plans. EoErath is offering several training sessions in which formats will be specified. It is highly recommended that participating entrants use the format provided by the Tarleton State University Small Business Development Center in the training sessions
- The following area should be included in your Executive Summary and Business Plan:
  - Market need for product / service
  - Innovativeness
  - Management team
  - Growth potential / competitive advantage
  - Job Creation
  - Value to Erath County

**COVER PAGE** should contain the following information

- Company/Entrant Name
- Company/Entrant mailing address
- Names of all participants/owners
- Email address and phone number that Entrepreneurs of Erath should use to contact the entrant.

## **EXECUTIVE SUMMARY**

- The maximum length of the Executive Summary is two single-side pages and a cover page containing the detail listed in the previous section. No other page or appendices (pages, brochures, flyers, etc.) can be included. The Executive summary must be received by 5:00 PM on February 6<sup>th</sup>.

## **BUSINESS PLAN**

- The maximum length of the Business Plan is ten pages, exclusive of the cover sheet, financials and appendices. Financial statements should include three years of pro forma projections (first year showing monthly detail) and up to two years of previous year statements for existing firms. Judges are not obligated to read information contained in the appendices. Again, the cover sheet, financial statements/projections and appendices do not count toward the page limit. The deadline is 5:00 PM on March 8<sup>th</sup>.
- If an entrant chooses to use both sides of a sheet of paper, that counts as two pages even though only a single piece of paper is used.
- Entrants who make it through the first will be assigned a Tarleton State University student who has undergone specialized training in business plan creation for this competition.