

Guidelines for Preparing an Intent to Compete Form and Executive Summary

Executive summaries should be nonconfidential and no longer than 3 pages. In order to submit your Executive summaries along with your Intent to Compete Form, please go to www.rowan.edu/cie and click on the [Business Plan Competition Intent to Compete/Registration](#) button by Friday, October 1, 2010. Your Executive Summary should touch upon the following information:

The Company

- Describe your business purpose.
- Describe the company's overall strategy and objectives.
- Provide a brief summary of your company's history, current status and corporate structure (C-corp., LLC, LP, etc.)

The Products or Services

- Describe briefly the problem your product or service solves -- Why will your customers pay for your product or service?
- Describe important features and benefits of your product/service; compare your product to those of your competition in terms of price, quality, market position, etc.
- Describe the company's intellectual property position - trademarks, patents, trade secrets, special production skills, proprietary process, etc.
- Discuss any relevant environmental or regulatory issues.

The Market and Marketing Strategy

- Describe the overall market in which you intend to compete. Include total size, projected growth and key trends.
- Describe your market strategy. How do you intend to capture market share and how much do you intend on taking? What are your channels and costs of distribution?
- Describe your unique capabilities - what makes you different; what gives you a special, sustainable, competitive advantage.
- Describe your competition - who are your largest competitors? How much of the market do they control?
- What are their weaknesses and strengths? Do not state that you have no competition.

Management

- Provide brief backgrounds of key individuals; emphasize management expertise, past successes and their value to the company.
- Provide a brief history of working together as a team.
- Identify immediate and future personnel needs and requirements.
- List members of Board of Directors and Advisory Board (if relevant).

Financial Summary

- Provide revenue, income and expenses projected over next 3-5 year period. Justify your financial assumptions. Provide any past financial data, if available.
- State funding requirements. How much capital is the company currently seeking and what will be the use of proceeds?
- Describe the origin of any significant capital raised to date.
- Discuss potential exit strategy.