

Palo Alto Software Company Business Plan Competition

<http://www.paloalto.com/competition/>

The Palo Alto Software Business Plan Competition is open to all participants who meet the following criteria:

- Teams will consist of one to five members.
- The plan must be an original idea for either (1) a new business, (2) a business in operation for less than one year, or (3) for a substantial improvement on an existing business.
- **Business Plans must be written using Business Plan Pro® or Business Plan Toolkit™ software.**
- Team members are 18 years or older at the time of entry and are legal residents of the United States (except Arizona, North Dakota, and Vermont). **THIS COMPETITION IS VOID WHERE PROHIBITED BY LAW.**
- Team members are not directors, officers, or employees of Palo Alto Software, consultants or freelancers who do business with Palo Alto Software, or immediate family members of any of these disqualified persons.

Submission Instructions:

As a precondition of entering the Competition, all entrants are required to assign their plans to the Sponsor. Complete the registration form with your contact details, management team contact information (you may have up to five people on your management team), and details of your business concept. At this time, you will need to attach your **completed plan** to the form.

You will receive an email following submission of your plan asking you to complete an assignment agreement for your business plan. You should print and sign this agreement and fax it back to 541-683-6250.

Decisions will be made by a panel of judges consisting of executives of the Sponsors and independent industry representatives. The judging panel will evaluate the plans on the basis of:

- Proof of an existing or projected financial need for the business (20%).
- Strength of the management team (20%).
- Completeness and compelling nature of the business case (20%).
- Defensible business strategy (20%).
- Competitive analysis (20%).

The entrants to the Competition will be judged solely on the merits of their business plans and other supporting information required on the submission form. In the event of a tie, the judges will select the plan that has the higher score under "strength of the management team." These Official Rules and the decisions of the judging panel are final and binding in all respects.

Sample Business plan winner:

<http://www.paloalto.com/competition/plans/coffeewarehouse.pdf>