

ORU Business Plan Competition Fact Sheet

(For Graduate or Undergraduate Students in All Majors)

This competition is designed to give ORU students a real-world, entrepreneurial experience where students learn the requirements for successfully launching a new business. This cross-discipline experience will offer all ORU students (not just business students) the opportunity to fine tune their business plans and generate funding for successful commercialization of their product.

General Requirements: This is an ORU student competition. Students are expected to be the driving force behind the business ideas and should play the primary role in developing the business plan. Qualification to participate in the ORU Business Plan Competition is determined by meeting the eligibility criteria, application requirements, and by adhering to the deadlines below.

Eligibility: Any ORU team of currently enrolled, residential, ORU students (2 to 5 people) representing majors in at least two colleges (Arts and Cultural Studies, Business, Education, Nursing, Science and Engineering, Theology and Ministry) is eligible to compete.

How to Enter: To enter, one individual from the team should complete the application form found at http://www.oru.edu/academics/college_of_business/business-plan-competition.php. In addition to this form, an Executive Summary (2 to 5 pages in length) must be completed and uploaded with the application no later than 11:59 CST, Thursday, September 24th.

Executive Summary Guidelines:

- Title Page with Management Team Names and Company Name
- Company Summary
- Customer Market Analysis (Potential market size and market share)
- Product or service description: (Describe the problem or need your company/product satisfies; Indicate current state of development of the product)
- Intellectual property status (patents, licenses, if applicable)
- Competitive Advantage/Differentiation
- Financial Analysis (3-5 year projection of revenue, profit and cash flow)
- Amount of required investment funds (and use of) for starting this business

Judging: Judges, including I2E (the seed capital fund of the State of Oklahoma), will be asked to rank the presentations based on which company they would most likely invest in.

Deadline for Submissions: Thursday, September 24th, 2015, 11:59 P.M. Central Standard Time. Applications (including an Executive Summary) should be sent as PDF files to bteles@oru.edu.

Important Dates*:

9/11/15	Information Session in the Shark Tank at 3:00pm
9/24/15	Applications (including Executive Summary) must be submitted by 11:59 CST.
9/25/15	Business Plan Workshop
10/2/15	Interviews
10/9/15	Business Plan and Pitch Video Submission
11/13/15	Oral Presentations
11/20/15	Announcement of Winners

* Dates may be Subject to Change

Decisions regarding the Competition and the Winners: All decisions regarding the competition rules and procedures are at the sole discretion of the ORU Business Plan Competition Project Administrators. These Project Administrators have the final decision on which teams are invited to compete in the ORU Business Plan Competition and reserve the right to include or exclude any teams for any reasons. The Project Administrators have the right to interpret competition rules according to their own judgment. Though not anticipated, changes and/or interpretations of competition rules may be made by the Project Administrators at any time. The selection of the teams to compete and the decision of winners are at the sole discretion of the judges and the Project Administrators.

Note: Ultimately, protection of sensitive materials such as intellectual property, copyright, patents, or confidentiality is the sole responsibility of the individual or team participating in the competition. Non-Disclosure Agreements will not be signed by judges, mentors, or any ORU staff associated with the business plan competition.