

# New York StartUP! 2014 Business Plan Competition Orientation Session

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New York  
Public  
Library

Presented by  
**Paisley Demby, CEO**  
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Citi Foundation



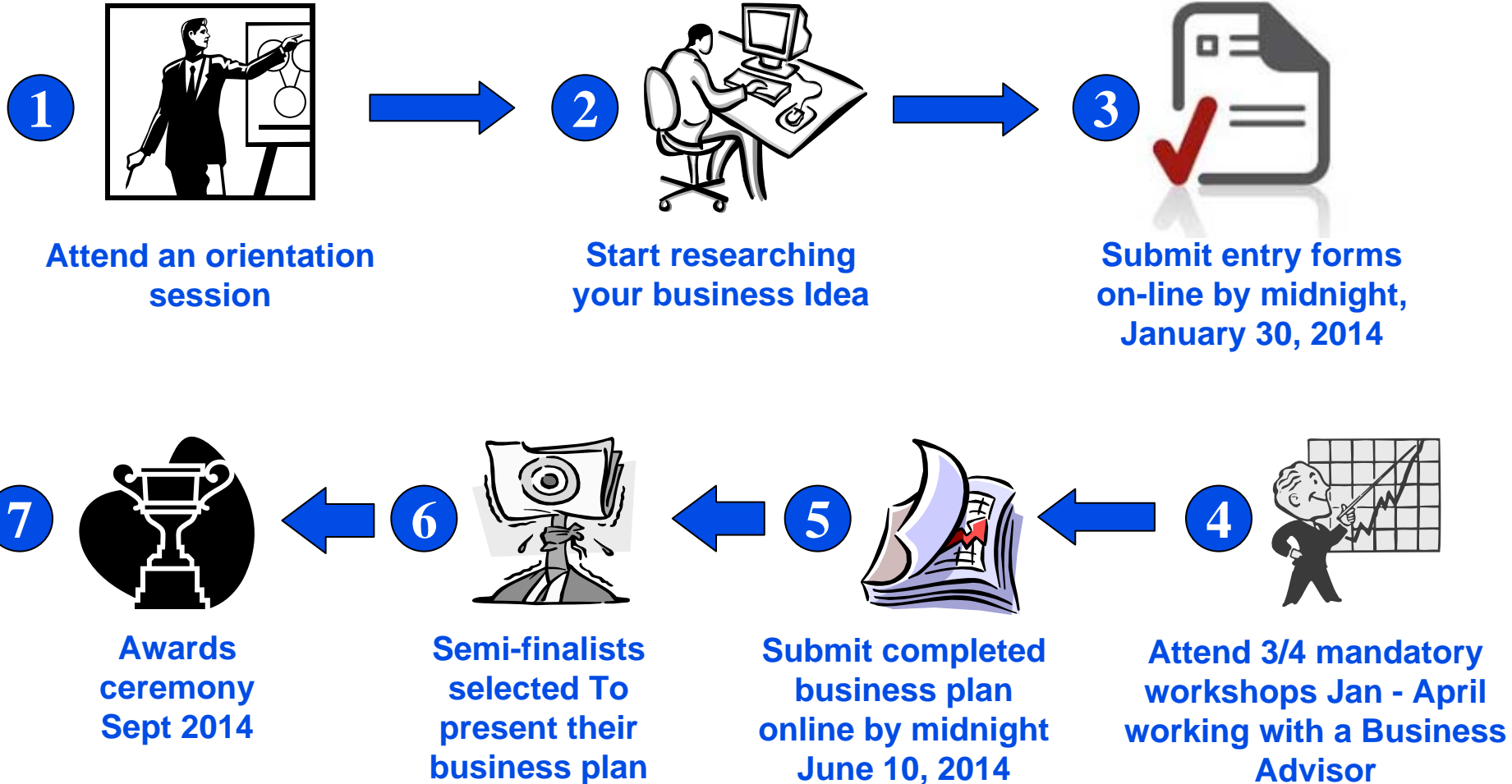
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The New York Public Library in conjunction with its sponsor, Citi Foundation, is proud to announce the **5th Annual New York *StartUP!* Business Plan Competition** for New York-based startup entrepreneurs with cash **prizes totaling over \$30,000.**

# Overview



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BUILDING, MICROFINANCE, ENTERPRISE  
DEVELOPMENT, COLLEGE SUCCESS,  
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AND NEIGHBORHOOD REVITALIZATION.

**ENTERPRISE  
DEVELOPMENT**

**INITIATIVE:**  
Creating  
sustainable  
enterprise  
and jobs

**INVESTMENT:**  
\$11.7 MILLION



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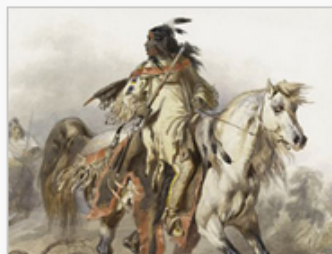
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Schwarzman Building

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Americas

November 6, 6:30pm  
Schomburg Center

Maria Hinojosa, Raquel Cepeda  
and Daniel Alarcon discuss the



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ORIENTATION

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Plan Competition

November 7, 2013

Science, Industry and Business Library



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### Stephen A. Schwarzman Building

Fifth Avenue at 42nd Street, New York, NY  
10018-2788  
(917) 275-6975

Open today from 10:00 AM to 8:00 PM

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### New York Public Library for the Performing Arts, Dorothy and Lewis B. Cullman Center

40 Lincoln Center Plaza, New York, NY  
10023-7498  
(917) 275-6975

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### Schomburg Center for Research in Black Culture

515 Malcolm X Boulevard, New York, NY  
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(212) 491-2800

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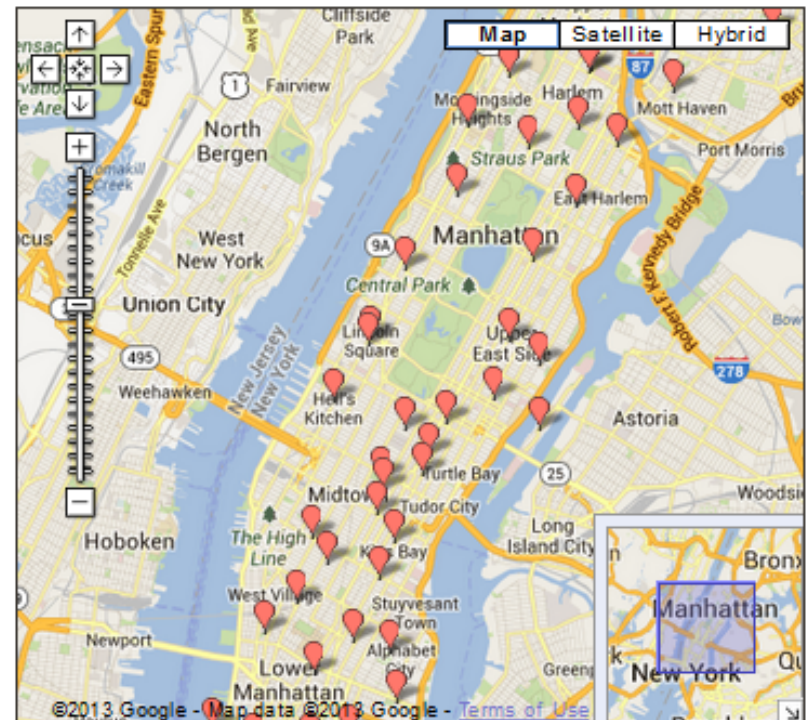
### Science, Industry and Business Library (SIBL)

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York, NY 10016-4314  
(917) 275-6975

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## UPCOMING CLOSINGS

- November 11 (Veterans Day)

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New York, NY 10016-4314

(917) 275-6975

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11:00 AM – 6:00 PM	10:00 AM – 8:00 PM	10:00 AM – 8:00 PM	10:00 AM – 8:00 PM	11:00 AM – 6:00 PM	11:00 AM – 6:00 PM	CLOSED

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## New York StartUP! 2014 Business Plan Competition

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### New York StartUP! 2014 Business Plan Competition Win up to \$15,000 to start your business!

The New York Public Library in conjunction with its sponsor, Citi Foundation, is proud to announce the 5th Annual New York StartUP! Business Plan Competition for New York-based startup entrepreneurs with cash prizes totaling over \$30,000.

New York 2014 StartUP! gives aspiring entrepreneurs the opportunity to bolster their business acumen. Entrants gain practical insights about starting and growing a business, while learning about the comprehensive small business resources at NYPL's Science, Industry and Business Library (SIBL).

#### Eligibility:

- You must be 18 years of age or older, live in Manhattan, The Bronx, or Staten Island as a legal resident or US citizen, and wish to start a business in Manhattan, The Bronx, or Staten Island. [See Rules and Eligibility](#) –
- Start up businesses only. Operating businesses that have earned revenue and/or have paid taxes are not eligible. Any business incorporated prior to October 13, 2011 is not eligible to enter.
- This competition is for For-Profit Businesses ONLY. **Non-profits are NOT**

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#### LIST OF JUDGES

George Acevedo

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# The Prizes

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Five (5) winners will receive cash awards for entering the best business plan to start a business in Manhattan, The Bronx, or Staten Island.

## Cash prizes of

- 1st Place Award: \$15,000.
- 2nd Place Award: \$ 7,500.
- 3rd Place Award: \$ 5,000.
- 4th Place Award: \$ 1,500.
- 5th Place Award: \$ 1,500.

# Rules and Eligibility



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# Rules and Eligibility

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- 1.Entry Form.** Competition entrants must create an account and complete an on-line entry form in the New York StartUP! 2014 Business Plan Competition Review Room site to enter the Competition.
- 2.Age.** All NY StartUP! 2014 applicants, whether individuals or members of a team, must be 18 years of age or older. Documentation may be required.
- 3.Location.** The business proposed in the NY StartUP! 2014 entry form must operate in Manhattan, The Bronx, or Staten Island.
- 4.Residency.** All individual applicants and team members must be legal residents or U.S. citizens. All individual applicants and/or team leaders must have a legal residence in Manhattan, The Bronx, or Staten Island. Documentation will be required of the finalists.

# Rules and Eligibility

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**5.Start Ups Only.** All businesses must have ideas or business concepts that require start-up capital. Operating businesses with existing revenue are not eligible. Businesses that have earned revenue and/or have paid taxes are not eligible. Any business incorporated prior to October 13, 2011 is not eligible to enter. If your venture has an existing Employer Identification Number (EIN) issued by the IRS you may be asked to explain why your business is a start-up.

**6.For-Profit Businesses Only.** NY StartUP! 2014 is a business plan competition for for-profit businesses. Non-profits are not eligible to enter.



# Rules and Eligibility

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**7. Individual and Team Entry.** NY StartUP! 2014 entrants may enter only once, either as an individual or as part of a team. If entering as a team, the team must appoint one individual as the team leader and main contact ,and one other as the secondary contact. The team's entry form must list all individuals on the team.

# Rules and Eligibility

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- 8. Orientation Sessions.** An individual entrant and at least one entrant from each team must attend ONE (1) of the NY StartUP! 2014 orientation sessions. no later than midnight, Thursday, January 30, 2014.
- 9. Training Workshops.** All eligible individual entrants and either the leader or secondary member of an eligible team are required to attend THREE (3) of FOUR (4) training workshops held during January – April 2014. Dates and times for training workshops will be posted on the Library's website.

# Rules and Eligibility

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**10.Meet with a Business Advisor.** Each applicant must meet at least once with a business advisor during the competition. A list of advisor groups is posted on the website. Meeting with an advisor is free, and we strongly suggest you meet several times with an advisor as you developing your business plan.

**11.Deadline.** Your Business Plan must be uploaded to the StartUP! Competition site no later than midnight on **June 10, 2014.**

**12.Applicants must read and become familiar with the Judging Criteria and Elements of a Business Plan template posted on this website.**

# Rules and Eligibility

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**13.Ineligibility.** Employees or their family members from either The New York Public Library or the Citi Foundation are not eligible to enter NY StartUP! 2014 either individually or as any part of a team.

**14.Finalists.** Finalists may be asked to provide a current credit report.

•

**15. Disbursement of Funds.** Prize money will be awarded to each winner following the end of the competition. The winning NY StartUP! 2014 entrant or team will have sole responsibility for deciding how to allocate or otherwise use its prize proceeds.

Please note that the awards are taxable and that The New York Public Library must have each winner's Social Security number before a check can be issued.

# Rules and Eligibility

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**15. Confidentiality.** By the submission of your Business Plan, you understand and agree that a short description of your Business Plan will be considered a “public summary” of your plan and may be used in public documentation related to the competition. The Library will provide a copy of your business plan to competition staff and judges, and will inform them that no additional copies are to be made. The New York Public Library will have no responsibility to protect the intellectual property rights of each contestant. Protection of such rights is the responsibility of each applicant. Working models or prototypes will not be accepted. The Business Plan will not be returned and will be destroyed after the competition has ended.



**16. Disqualification.** Violation of any one or multiple rules for eligibility will result in disqualification from NY StartUP! 2014 at any point.

**Please Note:** Interpretation and enforcement of these regulations are in the sole discretion of the New York Public Library and the decisions of the judges are final.

# Business Plan and Judging Criteria



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## New York StartUP! 2014 Business Plan Competition

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#### LIST OF JUDGES

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**Ted Fienning**

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**Jill Johnson**

**Kellee Joost**

**The judges will evaluate each Business Plan based on the following:**

- 1) Content of the plan, including the thoroughness and quality of the analysis**
- 2) Effective use of business information and research**
- 3) Clear communication.**
- 4) Effective use and impact of the prize money**
- 5) Probability of successful launch**
- 6) Community Impact and job creation potential**
- 7) Quality and effectiveness of final presentation (in the event the applicant becomes a finalist and is invited to present)**

## Format

**Your electronic copy, including the financials, should be saved as ONE (1) file in PDF format.**

- **no longer than 20 pages, (excluding cover page, table of contents, financial statements, and Appendix)**
- **Arial font no less than 10pt with 1-inch margins.**
- **contain some element of green, and/or sustainable products, practices, or procedures**

**Points will be deducted from your score if your plan exceeds 20 pages and this will affect your final score.**

# Judging Criteria

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**The panel of judges will review submitted business plans. Finalists will be notified and required to meet with the panel of judges in order to present their Business Plan and respond to questions. The date, time and location of these meetings will be provided to those finalists whose plans are chosen. The winners will be announced in September 2014 at our StartUP! Awards Ceremony.**

**NYPL will not reimburse entrants for any expenses related to the compilation or assembly of your Business Plan. Working models or prototypes will not be accepted.**

# Business Plan and Judging Criteria



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# Elements of a Business Plan

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**The business plans can follow any model but must contain the following:**

- 1. A one page summary to accompany the business plan**
- 2. Cover Page with the name of the applicant, street address, telephone number, and email address of the individual entrant(s) and team leader**
- 3. Team entries must include the names of all team members, and the street address, telephone number, and email address of one designated entrant**

# Elements of a Business Plan

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4. A Table of Contents with page numbers
5. One page Executive Summary
6. Page numbers throughout the business plan

# Elements of a Business Plan

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## **7. Elements of a Business Plan**

- 1. Executive Summary**
- 2. Company Description**
- 3. Industry Analysis and Trends**
- 4. Target Market Analysis**
- 5. The Competition**
- 6. Strategic Position and Risk Assessment**
- 7. Marketing Plan and Sales Strategy**
- 8. Operations**
- 9. Management & Organization**
- 10. Development Milestones & Exit Plan**

## 8. Financial Projections

- **3-year Summary Balance Sheet**
- **3-year Summary Income statement**
- **3-year Summary Statements of Cash Flow.**
- **Monthly Income statements for year 1 and 2**
- **Quarterly Income Statement for year 3**

**The financials should also include**

- **Sources & Uses of Funds**
- **Break-Even Analysis**
- **Notes to Financials inclusive of financial assumptions**

# Entry Form - Submission

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## New York StartUP! 2013 Business Plan Competition

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The **New York Public Library** with its sponsor, the **Citi Foundation**, announces **New York StartUP! 2013 Business Plan Competition** for New York-based startup entrepreneurs with **cash prizes totaling over \$30,000**. The fourth annual **New York StartUP!** gives aspiring entrepreneurs the opportunity to bolster their business acumen. Entrants gain practical insights about starting and growing a business, while learning about the comprehensive small business resources at NYPL's Science, Industry and Business Library (SIBL).

### How Can I Enter the Competition?

1. **Attend** one (1) [Orientation Session](#).
2. **Create** an account on the [StartUP! 2013 site on ReviewRoom](#).  
Note: Creating an account doesn't mean you've submitted an entry form. If you had previously participated in the 2012 New York StartUP! Competition your name may already be in the Review Room site, and you will need to reset your password.
3. **Submit** an entry form on the [StartUP! 2013 site on ReviewRoom](#) by midnight, January 13, 2013.  
Your entry form details the type of business you plan to start.

**Who Can Enter?** If you are 18 years of age or older, live in Manhattan, The Bronx, or Staten Island as a legal resident or US citizen, and wish to start a business in Manhattan, The Bronx, or Staten Island -- you are eligible. See [Rules and Eligibility](#)

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# Entry Form - Submission

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**<http://nyplstartup2014.fluidreview.com>**



# Entry Form - Submission



## New York StartUP Business Plan Competition

2014

### New York StartUp! 2014 Business Plan Competition

#### Win \$15,000 To Start Your Own Business!

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1. **Attend one (1) Orientation Session.** Orientations are held from November 2013 - January 2014 at SIBL (the NYPL Business Library), the Bronx Library Center and St. George Library (Staten Island).

#### Sign In

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Password:

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# Entry Form - Submission



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## New York StartUP Business Plan Competition

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You haven't submitted anything yet.

**Want to create a new submission?**

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# Entry Form - Submission



## Ready to go?

We just need a bit more information from you before you can start.

Once you sign up, you will need to check your email for an account activation link. You should receive the email within a couple of minutes. Make sure to type your email correctly!

If you already have an account, you can [log in here](#).

Full name

Email

Create a password

Confirm your password

We've detected your timezone to be: (GMT-0400) America/New\_York



Register

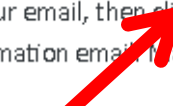
# Entry Form - Submission

## Thank You for Registering

You will be receiving a confirmation email shortly to confirm the registration. **Please click on the link in the email** to confirm the registration and activate your account.

It is possible that the email could end up in your spam folder, so please check there just in case. If you do find an email in your spam folder, do not forget to mark it as safe to ensure that you receive future messages from us. If you failed to receive our confirmation email, [please click here](#).

**AOL users:** If you don't receive a confirmation email from us, click on the "Settings" link for your email, then click "Spam Controls" and then check the option "Deliver blocked mail to Spam folder". Once you do this, check your spam folder for our confirmation email. **Make sure to mark us as a safe sender in order to receive future communications from the site.**



**Be sure to check your junk mail folder if you dot receive the confirmation email**

# Confirmation Email

## Confirm registration for New York StartUP!

From: noreply@myreviewroom.com

To: johedoe@yahoo.com

Hi,

You tried to register an account at New York StartUP!. Please click on the link below

to confirm that you tried to register an account with the following details:

Please click on the following link to confirm:

<http://ny-startup2014.myreviewroom.com/accounts/register/confirm/3eb7f219bfb04581c93f7070b97d0bc65c3fbd9a/?next=%2F>



# Entry Form - Submission



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## New York StartUP Business Plan Competition 2014

Hi Paisley,

You haven't submitted anything to this ReviewRoom yet.

[Get Started](#)

Thanks!

# Entry Form - Submission



## New York StartUP Business Plan Competition

2014

**Paisley Demby** (A-6412474118)

### Complete Entry Form

Task	Actions	Status	Deadline
<a href="#">Complete Entry Form</a>		Incomplete	01/10/2012 12:00 PM EST

All applicants must complete an entry form.



Add Logo

Download Application

### Attachments

Add Document

Add Audio File

Add Video File

Withdraw Application

# Workshop Dates



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## New York StartUP! 2014 Business Plan Competition Workshop Schedule

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**Each workshop will be offered three times at the business library SIBL - located at 188 Madison Avenue @34th Street.**

**Workshop 1: Business Planning & Research - January 2014**

**Wednesday, January 15 at 6pm**

**Saturday, January 25 at 12:30pm**

**Thursday, January 30 at 6pm**

**Workshop 2: Developing Your Marketing Plan - February 2014**

**Saturday, February 8 at 12:30pm**

**Thursday, February 13 at 6pm**

**Wednesday, February 26 at 6pm**

**Workshop 3: Developing Financial Statements\* - March 2014**

**\*Attendance for this workshop is REQUIRED for all entrants.**

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[The New York State Department of](#)



# Mandatory Workshop Dates

Attendance at three (3) out of four (4) *StartUP!* Workshops Required

## **Workshop #1 Business Planning and Research**

January 15, 25, 30 2014

## **Workshop #2 Developing Your Marketing Plan**

February 8, 13, 26 2014

## **Workshop #3 Developing Financial Statements**

**Required for all Applicants**

March 6, 15, 27 2014

## **Workshop #4 Presenting Your Plan**

April 5, 10, 30 2014

\* Program schedule is subject to change. Check competition website

# Important Dates

---

**Jan 30, 2014** Last Day To Submit Entry Forms Online

**Jan – Apr 2014** Attend Workshops

**Jun 10, 2014** Business Plan Must Submitted Online No Later Than Midnight

**July/Aug 2014** Finalists Invited To Present

**Sept 2014** Winners Announced At Awards Ceremony

# Resources to Assist You

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- Business Plan Development Schedule
- Business Plan Template
- Librarians
- Business Advisory Groups

# Business Plan Development Schedule



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## Elements of A Business Plan – New York StartUP! 2014 Business Plan Competition

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### Win up to \$15,000 To Start Your Own Business

#### What is a Business Plan?

The Business Plan is perhaps the most important document an entrepreneur can create. The Business Plan helps guide the direction of the company's first several years in business and gives potential investors an idea of the company structure, goals, and future plans. Companies at all levels of success create business plans. It is a working document that should be updated on quarterly or yearly basis.

The following business plan template is adapted from Rhonda Abrams, [\*Successful Business Plan\*](#).

SIBL and other libraries have many other business planning resources which you should consult.

The Business Plan template linked here should be used as the format for your Business Plan:

#### [Business Plan Template \(PDF\)](#)

Use this schedule to stay on track with your plan development:

#### [Business Plan Development Schedule \(PDF\)](#)

#### Deadline:

**Business Plans must be uploaded to the NY StartUP! 2014 Competition site no later than midnight on June 10, 2014.**

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The New York State Department of Labor and the New York City Police Department will present an On-Site Recruitment (Information Session)

# Business Plan Template



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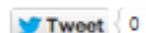
Judges

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Business Advisory Groups

## Business Advisory Groups



The groups listed below can provide one-on-one advisory session(s) to applicants of the New York StartUP! Business Plan Competition. Entrants in the Competition are required to meet at least once with a business advisor while developing their business plans. We recommend more than one meeting as you begin to develop your business plan. Please **call in advance** to schedule an appointment and let the advisor know that you are in the SIBL NY Start UP Competition.

**Be sure to bring a written outline of your business idea and concepts for your business when you go to the first meeting with a business advisor.**

At the first and any subsequent meetings, please **ask the advisor to sign off** on the **verification sheet** (linked here and near the bottom of page) to verify the appointment and provide any follow up instructions or feedback on your plan.) Entrants are **not** limited to the Advisory groups listed here.

### SCORE

SCORE NYC, New York City Chapter of SCORE– Resource Partner of U.S. Small Business Administration  
SIBL Branch Office– 188 Madison Avenue, Room 49 on SIBL's Lower Level, New York, NY 10016  
(212)592-7033  
(SCORE's Main office: 26 Federal Plaza, Room 3100, New York, NY 10278)

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- WOE – Words of Encouragement
- WSD – Workshop Dates
- BPR – Business Plan Resources

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# QUESTIONS