



# VENTURE CAPITAL INCENTIVE PROGRAMME

## 2005 NATIONAL BUSINESS PLAN COMPETITION

### PARTICIPANT'S BRIEF

#### 2005 BUSINESS PLAN COMPETITION

The VCIP recognizes that one of the challenges facing all entrepreneurs, especially amongst the youth, is successfully conveying their ideas to financiers. A business must start out as an idea but the **business plan** is a key tool in transforming that idea into a marketable proposal. This is a multifaceted skill encompassing knowledge of marketing, accounting and market research, in addition to the technical details surrounding the businesses core competency. In developing this skill, participants will be able to appreciate that a business is more than simply “making widgets”.

The Business Plan Competition aims to give participants the opportunity to make practical use of knowledge in various disciplines towards developing a business enterprise and attracting financing for a business.

### OBJECTIVE

**The objectives of this initiative are as follows:**

1. To demonstrate the commitment of the VCIP and its strategic partners towards the development of entrepreneurship, more so amongst the youth
2. To foster an environment of entrepreneurship and innovation in Trinidad & Tobago
3. To develop in participants the skills necessary for the establishment of a viable business and the production of winning business plans

## ASSIGNMENT FOR PARTICIPANTS

Participants will be invited to submit business plans for businesses of their choice. The plans can either be for a startup enterprise, or an existing business seeking funds for expansion.

The plans should contain the following information:

1. An executive summary
2. Business and product /service description
3. Management analysis
4. Business structure
5. Environmental analysis
6. Market research
7. Marketing strategy
8. Financial analysis

In addition, the plans should explain the business concept and demonstrate its potential for success. The plans should conform to the following parameters:

**Line spacing** – 1.5 lines

**Font Size** – Arial 12

**Pages** - 25 maximum (including financial projections).

Each entry must be accompanied by a cover sheet, with the following contact information:

- Name
- Age
- Educational Institution
- Address and contact information – telephone; email

**Contact information should be put on the cover sheet and NOT in the plan itself. This is to facilitate the anonymous adjudication of submissions.**

## **TIMEFRAME**

The Business Plan Competition is being held over a four-month period commencing on **September 20, 2005**. The deadline date for submissions will be **January 27, 2005**.

## **TARGET AUDIENCE**

The competition is structured in two (2) tiers:

1. Open to all tertiary level students under the age of 30 and;
2. Students in sixth forms and vocational institutions.

Team participation will be encouraged since it will facilitate participants honing their skills in specialization, team work and strategic thinking: tools that are critical to successfully managing businesses.

**PRIZES COURTESY VCIP, NIHERST and ADDVENTURE CAPITAL FUND/CIB**

	<b>Tier 1</b>	<b>Tier 2</b>
<b>1<sup>st</sup> Place</b>	Seed capital of 80% of funding requirements, to a maximum of TT\$25,000.00 towards the development of the business concept & a plaque	Seed capital of TT\$10,000.00 towards the development of the business concept & a plaque
<b>2<sup>nd</sup> Place</b>	Seed capital of 80% of funding requirements, to a maximum of TT\$20,000.00 towards the development of the business concept & a plaque	Computer and plaque plus business software applications and business books
<b>3<sup>rd</sup> Place</b>	Computer and plaque plus business software applications	Computer and plaque plus business software applications

	<b>Special Prizes</b>
<b>“Most Innovative Business Concept”</b>	Plaque courtesy VCIP and \$500.00 in Units from the Unit Trust Corporation
<b>“Most Environmentally Conscious Project”</b>	Plaque courtesy Environmental Management Authority (EMA) and \$500.00 in Units from the Unit Trust Corporation

**NB: Special prizes will be awarded in both categories and VCIP reserves the right to modify prizes where necessary.**

**To qualify for funding all businesses must be developed within a maximum of nine (9) months of being adjudged a winner.**

**Employees of the VCIP and their immediate family members are not eligible to participate.**

## **ABOUT THE VENTURE CAPITAL INCENTIVE PROGRAMME** **(VCIP)**

The Government of Trinidad and Tobago enacted legislation (The Venture Capital Act of 1994) and established the *Venture Capital Incentive Programme (VCIP)* to stimulate business activity in the non-traditional Small and Medium-sized Enterprise (SME) sectors of the economy, by providing entrepreneurial companies with the opportunity to access financing to develop, strengthen and expand their operations. The VCIP acts as the regulator of the local venture capital industry, promoting the venture capital concept and facilitating deal flow between venture capitalists and qualifying investee companies.

### **PROGRAMME ACTIVITIES**

- The VCIP has facilitated the raising of approximately TT\$15 million in equity capital from individual and institutional investors. To date, venture capital companies have invested \$5.3 million in ten (10) businesses. Our organization has also reviewed requests from over 400 individuals and companies seeking more than TT\$200 million dollars to finance projects.
- The VCIP has hosted over (50) seminars and workshops for entrepreneurs, business owners, policy makers, financial intermediaries, members of chambers of commerce, the credit union movement and the public at large.
- The VCIP hosts the only regional conference, Venturepoint, which treats with private equity financing and other issues which impact further growth and development of Small and Medium Enterprises in the region. This year's edition was held in the island of Grenada.
- The VCIP has hosted major seminars over the years aimed at enhancing the management skills of fund managers in Trinidad and the Caribbean.
- The VCIP hosts, on an annual basis, youth development initiatives, one of which is the *Business Plan Competition* to encourage entrepreneurship and innovation amongst the youth in the nation's educational institutions.
- The VCIP publishes a regional magazine, *Venture Capital Focus* magazine, designed to provide news, information and insights to industry practitioners, entrepreneurs, business and financial advisors and policy makers.
- The VCIP recently launched its Advisory and Mentoring Unit (AMU) which provides professional support to entrepreneurs seeking to attract funding for their projects.