

Mechanics of the Competition

CATEGORIES AND PARTICIPANTS

1. Open to all Filipino citizens and Filipino - owned companies in the Philippines, with current and/or potential business operations or business dealings in the National Capital Region (NCR).
2. Existing or potential business dealings should be in promotion of agri-business in the country, specifically in the National Capital Region (NCR).
3. All non-profit ventures & profit-oriented businesses - companies, institutions, organizations - whose nature may be offering product/s, service/s, or combination - that utilize agricultural products solely or partially in development of end product are qualified to enter the competition.
4. The competition will have three (3) categories: Young Entrepreneurs Business Competition, Student Entrepreneurs Business Competition, and Young SME Business Competition.
5. The Young Entrepreneurs Business Competition category is open to applicants 35 years old and below that has a new & original enterprise which may not be currently in operation or is a recently started-up business. The Young Entrepreneurs Business Competition is divided into two (2) sub-categories: Individual Enterprise and Group Enterprise. For Group Enterprise, a maximum of three (3) registered members will be allowed, including official group representative.
6. The Student Entrepreneurs Business Competition category is open to all applicants who are bonafide regular college students, 35 years and below, and are pursuing bachelor's degree for the first time. Applicants should not have been subjected to any disciplinary case inside or outside the campus and have not been charged and / or convicted in a civil or criminal case.
7. The Young SME Business Competition category is open to all applicants 35 years and below, who already have an existing agri-business enterprise which is at least three (3) years operating. Business should fall either under the Small and Medium Enterprise group or the Micro-businesses.
8. One entry / application is counted per individual student / entrepreneur / professional / company / or group enterprise. The entry should not have won any other business plan competitions or any competitions of similar nature.
9. For student entries, a Faculty adviser/mentor is required to be part of the team.
10. Each participating university/school, government unit, or accredited agencies may submit and endorse a maximum of 10 Business Plan entries in each of the categories.
11. The university must accomplish the nomination & certification form that the applicants are indeed students of their institutions (for Student Entrepreneur Category). The government unit or accredited agencies must present the same as proof of the person / group's existence (Young Entrepreneur Category) or the company's existence (Young SME Category).
12. All staff and employees of Department of Trade & Industry (DTI), Ayala Foundation Inc. (AFI), and Office of Senator Ramon Magsaysay, Jr., and their relatives to the second degree of consanguinity are ineligible to join the competition.

REQUIREMENTS

13. All participants are expected to submit their Business Plan in the format specified either in English or Filipino language. Any inconsistencies in formats will incur deductions in the screening process.
14. The following are expected to be submitted by the participants in a long brown sealed envelope with address of secretariat labeled at the center of the envelope:
 - a. Accomplished Application Form (*form provided already*)
 - b. Accomplished Nomination and Certification Form (*form provided already*)
 - c. An Endorsement Letter from the University / Government Unit/or Accredited Agencies printed in official letterhead (*format provided, form requested from sponsoring office*)
 - d. Five (5) hard copies of the Business Plan and a softcopy in a CD.
 - e. An Abstract (maximum of 150 words)
 - f. One 2 x 2 photo of each of the members of the group

- g. Updated NBI clearance (*for those in the non-student categories only*)
- h. Photocopy of Sec / DTI Registration (*for the Young SME category only*)

15. All entries should be submitted to: Secretariat Office on or before **12:00 Noon, 02 January 2008**.
DTI - Ayala - Magsaysay Business Plan Competition Secretariat
c/o Starfish Magazine
Center for Social Development, Ayala Foundation
10/F BPI Bldg, Ayala Ave. Cor. Paseo De Roxas, Makati City
T: 752 - 1185 / F: 813 - 4488
www.ayalafoundation.org, www.starfishmagazine.com, www.dtincr.ph

BUSINESS PLAN FORMAT

- 16. The main text of the Business Plan should not exceed 20 pages (letter size paper / 8.5" x 11") excluding the front cover, table of contents, executive summary/abstract, appendices, and disclaimer pages (if any).
- 17. The appendices should also not exceed 15 pages and should be limited to only the relevant supporting materials, product/service and industry information and detailed financial projections and assumptions.
- 18. The text should be type-written or printed on Letter Size paper, 1.5 spaced, with Font Times New Roman or Arial size 11-12.
- 19. Each copy of the Business Plan must be properly bound with a transparent plastic front cover and a hard paper back cover.
- 20. The Business Plan should contain the following:
 - a. Company Name
 - b. Mission Statement
 - c. Team Composition / Structure
 - d. Market Summary
 - e. Opportunities
 - f. Business Concept
 - g. Competition
 - h. Goals and Objectives
 - i. Financial Plan
 - j. Resource Requirements
 - k. Risks and Rewards
 - l. Key Issues

CRITERIA AND SELECTION PROCESS

- 21. The business plans will be judged according to the following criteria
 - a. Creativity of the product/service (25%)
 - b. Feasibility (25%)
 - c. Profitability (30%)
 - d. Contribution to community (20%)
- 22. Once all entries are compiled and properly labeled, selection process starts. Details are as follows:
 - a. Phase I: Secretariat will sort and double-check if all submitted entries were able to comply with requirements and are eligible to join the competition. The secretariat will inform via mail the sponsoring agencies if their nominees have qualified for the second phase.
 - b. Phase II: Technical team consists of professionals in business plan evaluation, will properly assess entries based on the criteria specified above. The points above will consist of 100% of the overall score, together with recommendations of technical team. Entries now will be short-listed to semi-finalists. The semi-finalists will be informed via mobile or landline and mail if they make it to Phase III by the 2nd week of January.
 - c. Phase III: All semi-finalists will prepare a short presentation of their business plan to panel of judges by the 3rd week of January. The scores of the semi-finalists will be reset to zero. Semi-finalists will be then, short-listed to thirty (30) finalists.
- 23. Based on the submitted Business Plans, sixty (60) semi - finalists will be selected across the categories.

24. The decision of the judges will be final and conclusive.

FINAL PRESENTATION GUIDELINES

25. Each group / participant is given ten (10) minutes to present the highlights of the business plan. This includes setup time for technical / AV paraphernalia.
26. Each of the judges will write a question each during the presentation. Two of which will be asked after the presentation. The group / participant will have five (5) minutes to answer all of the questions
27. The order of presentations will be determined by a drawing of lots at the beginning of the event.
28. The group / participant is responsible for bringing all the necessary materials/logistics for his/their presentation.

AWARDS AND PRIZES

29. All winners will be given technical assistance as aid provision in business start - up and consultancy.
30. All winners will be given cash prizes on top of technical assistance.
31. **Young Entrepreneurs Business Competition - Individual Enterprise**
 - a. P 300,000.00 (Grand Winner)
 - b. P 200,000.00 (1st Runner - up)
 - c. P 100,000.00 (2nd Runner - ups)
32. **Young Entrepreneurs Business Competition - Group Enterprise**
 - a. P 500,000.00 (Grand Winner)
 - b. P 300,000.00 (1st Runner - up)
 - c. P 200,000.00 (2nd Runner - up)
 - d. P 100,000.00 (3rd Runner - up)
33. **Student Entrepreneurs Business Competition**
 - a. P 100,000.00 (Grand Winner)
 - b. P 50,000.00 (1st Runner - up)
 - c. P 20,000.00 (10 Finalists)
34. **Young SME Business Competition**
 - a. P 200,000.00 each (Top Ten Entrepreneurs)