

2nd Annual WAB Plan Competition

Pitch your business idea to potential investors, win up to \$3,000 and raise capital for your prospective African business venture



Wharton Africa Business Forum

300 Jon M. Huntsman Hall, 3730 Walnut Street
The Wharton School, University of Pennsylvania
Philadelphia, PA 19104 USA
www.whartonglobal.com/africa

2007 Wharton Africa Business Plan Competition

I. Description

The **Wharton Africa Business Plan Competition (WABPC)**, a key component of the 2007 Forum, is organized to promote entrepreneurship in Africa. The program will link Entrepreneurs with African Business Ideas to prospective investors such as Banks, Venture Capitalists and Private Equity firms. During the 2nd edition of the WABPC, 6 pre-selected participants will compete to win up to \$3,000 and a unique opportunity to be considered for support, advice and investments toward the implementation of their Business Idea.

The **WABPC** is organized in 3 phases: in Phase 1, applicants submit an executive summary of their Business Plan which will be reviewed for admission into Phase 2 by a group of professionals from the consulting or the investment world; in phase 2, the 6 admitted applicants from phase 1 will pitch their business concept to a group of bankers, venture capitalists and Private Equity investors with the top 3 best ventures winning \$3,000, \$2000 and \$1000; In phase 3, follow up advices and funding is provided to winners by investors and other professionals on their sole discretion.

All **WABPC** applicants who receive advices and funding from WABF sponsors and partners agree to submit their business to periodic reviews of governance and business ethics practices of the business by a competent professional who has been designated by the WABF Executive Committee.

II. Process

A. PHASE1: September15 – October27

- Submission of an Executive Summary of the Business Plan along with a completed application form and a non refundable \$20 application fee
- The Executive Summary is an overview of the prospective business which provides the information listed from 1 to 7 below. The Executive summary should not exceed 2000 words.

1- **Proposed Product/Service**

- Description of value proposition and features

2- **Target Market**

- What market needs does the product/service address?
- Who is the target customer?
- Estimated size and value of market (current and projected)

3- **Competitive Landscape**

- Overview of competitive landscape
- Describe the intellectual property associated with the business
- What are your competitive strengths?
- Describe your competitors' strengths and weaknesses
- What are the barriers to entry?

4- **Plan for Execution**

- Current status of project (i.e. design, prototype, etc)
- Amount and uses of seed funding required
- 3-Year financial projections
- Milestones for the next 6-12 months
- Background information on founding team (*Note: Please do not reveal the names of the individual team members in the document*)

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5- Risk Analysis

- Describe any risks/challenges inherent in the proposed plan
- How do you intend to mitigate these risks and meet these challenges?

6- Revenue Model

- How your company plans to generate revenue

7- Phase 1 Application Process

Documents and payment must be submitted no later than October 27 2007

- Email Application form and Executive Summary to WABPlanCompetition@wharton.upenn.edu. Any application which does not respect this guidance will be disqualified
- Payment of \$20 application fee
 - **By credit Cards:** www.whartonafrica.com/registration/WABPlanCompetition
 - **By check or Money Order:** mail check or money order only to *Wharton Africa Business Forum WGA Account 519, 3730 Walnut Street Suite 300 Philadelphia PA 19103 (other application material must be sent by email)*

B. PHASE2: Saturday November 10 2007

6 applicants selected from the phase 1 pool – by the phase 1 jury – pitch their business concept to a jury made of consultants or investment professionals. The pitch will be performed in a public setting opened to all other conference participants. The Top three finalists, so-designated by the Phase 2 Jury, will then be awarded prizes valued up to \$3,000. Announcement of phase 2 winners will be made at the evening banquet ceremony at the Hilton Inn@Penn.

All Phase 2 applicants are eligible for co-optation into Phase 3 of the **Wharton Africa Business Plan Competition** by any conference sponsors or partners, or any other entity the WABF Executive Committee believes could provide critical support to prospective businesses to facilitate implementation.

C. PHASE3: After conference follow-ups at discretion of Applicants and Sponsors

Co-opted phase 2 participants submit a full business plan to phase-3 sponsors and partners in order to receive advices and raise capital for the implementation of the business idea. In the case that the business is successfully implemented, the WABF Executive Committee will lead periodic reviews of governance and business ethics practices at the successfully implemented venture.

III. Rules and Legal Issues

A. Organizer of the Wharton Africa Business Plan Competition

The 2nd annual WAB Plan Competition is organized by the executive committee of the Wharton Africa Business Forum, a Wharton African Student Association led conference. All inquiries relating to the Wharton Africa Business Forum should be sent to WABPlanCompetition@Wharton.upenn.edu

B. Eligibility

Any entrepreneur with a prospective African Venture is eligible regardless of nationalities. An existing business is only eligible if it has received less than \$5,000 in funding and has earned less than \$100,000 in gross revenue. All submitted materials must be the original work of the participating team.

C. Originality of Plan

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The participant hereby represents, warrants and guarantees that the ideas and concepts expressed in the Idea are the participant's original work, are owned by the participant, and the participant is under no legal restriction or agreement prohibiting him/her from using the Idea, or from divulging or submitting these ideas or concepts in the Competition.

D. Acceptable Business Plans

- 1- Conventional and non-conventional plans are eligible for the competition, including, but not limited to
 - New venture/new business
 - Merger or acquisition, including leveraged buyouts, which will lead to a turnaround, roll-up, or some other significant change that adds value to the current business
 - Joint venture, alliance or network-based business (e.g., create new entity from current enterprises)
 - Licensing arrangements
 - Search funds
- 2- Note that all businesses are judged based on the same criteria. A plan is not eligible if it has been used to receive funding in excess of \$5,000 or has earned more than \$100,000 in gross revenue. Thus, an early stage company that has established a board and has earned revenue less than \$100,000, but has not received funding in excess of \$5,000, is eligible to compete.
- 3- The Wharton Africa Business Forum Executive Committee reserves the right to reject any business plan for reasons including, but not limited to:
 - Deemed to be in violation of the Wharton School Graduate Division Code of Ethics
 - Violates any local, state or national law
 - Appears to be pornographic in nature
 - Does not present sufficient content or material appropriate to send to judges for evaluation and feedback
 - A team is not eligible to submit a business plan that was previously awarded a prize in the Wharton Business Plan Competition.

E. Confidentiality

The **Wharton Africa Business Plan Competition (WABPC)** honors the confidentiality of all participants' business concepts and plans. Business concepts, overviews and plans will not be copied for any purposes other than use in the WABPC.

The judges also recognize the sensitivity of the materials being presented. Moreover, as an activity of the Wharton Business School, the WABPC is governed by the Wharton School Graduate Division Code of Ethics, which specifically prohibits:

- Utilizing for commercial gain any material provided to Wharton specifically and restrictively for educational purposes without prior permission of the provider.
- As members of the WABPC, all participants, judges, and committee members should consider themselves bound by this code.
- Participants may choose to include the following optional disclaimer on the cover sheet of their submissions, recognizing that it is not a legally binding agreement:

"This business plan is confidential and is presented solely for the purpose of evaluation in the **Wharton Africa Business Plan Competition**. This plan may not be reproduced or redistributed in whole or in part. By accepting a copy of this plan, the recipient agrees not to reproduce or disclose the contents of this plan to third parties without the prior written consent of its authors".

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General questions or concerns regarding confidentiality should be addressed to the Organizer of the **Wharton Africa Business Plan Competition**: WABPlanCompetition@Wharton.upenn.edu

F. Judges and Mentors

No judge will sit on more than one phase. Hence, if a judge reviews plans in Phase1, that judge will not review plans in Phase2. The organizers of the **WABPC** believe that it is critical to ensure a fresh set of perspectives at each phase of the judging process. This policy is also essential in order to guard against any conflicts of interest that could emerge if judges had pre-existing relationships with participants.

Participants who have any questions regarding potential conflicts of interest for any judges at any stage of the WABPC should address them immediately to the Director of the Wharton Africa Business Plan Competition at WABPlanCompetition@Wharton.upenn.edu

G. Renunciation of Judicial Action

The participant acknowledges and agrees that the Organizers of the Wharton Africa Business Plan Competition (“Officials of the Competition”), are not under any legal obligation to give any advice or render any service to any participant. The participant further acknowledges and agrees that the opinions expressed by any of the judges, consultants, trainers, and local supporters and sponsors, and organizing committee members (collectively the “Representatives of the Competition”) are his/her own and not those of the Officials of the Competition, and that the Officials of the Competition shall have no legal liability to the participants for those opinions

H. Conformity with the rules of the competition

The participant has reviewed the Rules of the Competition (“The Rules”) and by his/her payment of the \$20 application fee, confirms that his/her application and that of the group or individual he/she represents are in accordance with The Rules and that he/she agrees to be governed by said Rules.