

6th Annual

# StartRight!

BUSINESS PLAN COMPETITION FOR WOMEN ENTREPRENEURS

First Prize: \$10,000 sponsored by  **EAGLEBANK**

Second Prize: \$5,000 sponsored by  **SHULMAN  
ROGERS  
GANDAL  
PORDY &  
ECKER, P.A.**  
*Montgomery County's Largest  
Full-Service Law Firm*

Third Prize: \$2,500 sponsored by  **Foster, Soltoff & Love, Ltd.**  
FINANCIAL SERVICES · INSURANCE · EMPLOYEE BENEFITS

Other prizes sponsored by  **Intelligent Office**  
*Work Anywhere...Professionally*

## SUBMIT YOUR BUSINESS PLAN NOW!

**Entry deadline March 25, 2009**

*Cash Prizes! Publicity! Supplies and Services from Sponsors!*

*Review and Support from an Experienced Panel of Judges!*

Open to businesses that are at least 51% women-owned, active and in operation for two years or less, and qualified to operate in Maryland, the District of Columbia or Virginia.

Executive summaries and a \$25 application fee are due March 25, 2009; complete business plans are due April 1, 2009.

Submit entries to REDI at 95 Monroe Street, Rockville, Maryland 20850

Attend REDI'S free classes to learn to write a business plan!

**For further information:**

Contact REDI at (301) 315-8096 or [www.RockvilleREDI.org](http://www.RockvilleREDI.org)

### 2009 StartRight! Business Plan Competition Guidelines

This business plan competition for women is designed to give new businesses a boost with cash prizes, publicity, and an opportunity for review and recommendations from an experienced panel of judges from area businesses, financial institutions, organizations, government agencies and colleges.

- Eligibility requirements:**
- 1) Business must be qualified to operate in Maryland, the District of Columbia or Virginia
  - 2) Business must be at least 51% women owned
  - 3) Business must be in business for two years or less

**Entry is an easy two step process:**

No later than **March 25, 2009**, submit in writing an executive summary with a \$25 application fee to Rockville Economic Development, Inc., 95 Monroe Street, Rockville, MD 20850.

Then, deliver or mail with a postmark **no later than April 1, 2009** eight (8) copies of your business plan to the Rockville Economic Development, Inc. office.

No special format is required for the executive summary, but it must include the following:

- 1) Name and trade name
- 2) Form of entity, i.e., sole proprietorship, general partnership, limited partnership, corporation, limited liability company, limited liability partnership, etc.
- 3) State of organization, principal place of business, states within which business is qualified to do business
- 4) Percentage of woman ownership
- 5) Principal contact name, address, phone and e-mail, and website URL, if applicable
- 6) Months in business

No special format is required for the business plan, but you must submit eight copies, the plan cannot exceed 25 pages (excluding appendices), and it must contain the following:

- 1) Executive Summary
- 2) Table of Contents
- 3) Description of the business including location, differentiation from competition, and long and short term goals
- 4) Products and/or services offered
- 5) Market Analysis
- 6) Marketing Plan
- 7) Management and Personnel Plan
- 8) Financial Statements, including Income Statements (monthly for the first year, and quarterly for years two and three) and Balance Sheets (three years, minimum). **THESE ITEMS ARE MANDATORY: PROJECT ESTIMATES INTO THE FUTURE TO CREATE THREE YEARS OF FINANCIALS**

<b>DEADLINES:</b> March 25, 2009	Submit executive summary and \$25 application fee
April 1, 2009	Last postmark date for submission of business plans
April 24, 2009	Judging for semifinalists complete
April 29, 2009	Semifinalists notified
May 8, 2009	Oral presentation to panel of judges by semifinalists; winners selected

For more information, contact Rockville Economic Development, Inc. at 301-315-8096 or [Info@RockvilleREDI.org](mailto:Info@RockvilleREDI.org).

#### Sponsors



*Montgomery County's Largest  
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**Rockville**  
Economic Development, Inc.  
*Known for the Companies We Keep*