

## FORTUNE SMALL BUSINESS MAGAZINE

### FSB BUSINESS PLAN COMPETITION OFFICIAL RULES/ENTRY FORM

The Entry Form below, completed in ink, ballpoint pen or typed, and signed by the individual entrant or by all team member entrants, as applicable, must accompany each Submission, as defined below. Please be certain to follow all directions.

Rules for *Fortune Small Business* ("FSB") FSB Business Plan Competition.

Eligibility: Legal U.S. Residents Age 18 and Older. Entrant(s) must be either:

1. Individual students or teams comprised of at least one student enrolled in an accredited college or university ("Students") who either (i) have competed in either such school's or another business plan competition in the United States within twelve (12) months prior to June 11, 2007 or (ii) who have a letter of recommendation from an attorney, a certified public accountant or venture capitalist who has advised them on their business.

or

2. Non-student individuals or teams (including businesses of not more than 100 employees) in the United States ("Non-Students") either (i) who have competed in a business plan competition in the United States within twelve (12) months prior to June 11, 2007 or (ii) who have a letter of recommendation from an attorney, a certified public accountant or venture capitalist who has advised them on their business.

(individually and collectively, "Entrant(s)"). Entrant(s) that won prizes in any 2003 through 2006 FSB Business Plan Competitions are not eligible to enter.

ROUND ONE. Editorial staff members of FSB will screen the initial completed entry forms, which shall contain Entrant(s) name(s), address(es), school, telephone number(s), e-mail address(es) and answers to the questions on the form below, and the Submissions (comprised of the business plan and, if applicable, the letter of recommendation from an attorney, certified public accountant or venture capitalist who had advised the Entrant(s)) submitted by the Entrant(s). The FSB staff members will select the top five (5) Student Submissions and the top five (5) Non-Student Submissions for Round Two of the FSB Competition from the Entrant(s)'s Submissions. The FSB staff members will base their selections on: (i) strength of management team [30%]; (ii) viability of Submission [30%]; (iii) thoroughness of the Submission [20%]; and (iv) newsworthiness of the business concept highlighted in the Submission [20%]. All decisions by the FSB staff members are final.

ROUND TWO. FSB staff members will submit the top five (5) Student Submissions selected in Round One and the top five (5) Non-Student Submissions to the judges of

the FSB Competition. The judges will evaluate the Submissions based on (i) strength of the management team [40%], (ii) viability of the Submissions [40%]; and (iii) thoroughness of the Submissions [20%]. The judges shall select three (3) Student Submissions and (3) three Non-Student Submissions as finalists. All decisions by the judges are final.

**ROUND THREE.** A single Entrant finalist or one (1) person from each team of finalists must attend Round Three of the FSB Competition, in person, at FSB's expense. In the event that the six (6) selected finalist Entrant(s) include a team(s), then (i) only one (1) person from each such Entrant(s) team shall attend and (ii) the person from the Student team must be a student enrolled in an accredited college or university.

Entrants will have an opportunity to deliver a brief "elevator pitch" (3 minutes) in Round Three. Entrants and/or the judges will also have the opportunity to ask the competing Entrant(s) questions about their Submissions. The judges will score each team for Round Three based on the: (i) credibility [40%]; (ii) clarity [30%], and (iii) presence of the Entrant who delivers the elevator pitch and responds to the questions asked by the competing Entrant(s) [30%]. If an Entrant(s) whose Submission would have qualified as a finalist drops out of the FSB Competition before Round Three is completed, the judges may either replace it with the next highest ranking Submission or opt to include fewer than three (3) finalists in Round Three. All decisions by the judges are final.

**Final Judging:** Each of the Finalist's scores for Rounds One, Two and Three will be added to come up with one-third of the final score. The remaining two-thirds of the final score will be judged equally on the: (i) overall quality of the Entrant's Submission; and (ii) overall ability to execute the Submission. The judges shall select one grand prize winner, one second place winner and one third place winner based on the final score. The highest scoring team will win first place, the second highest scoring team will win second place, and the third highest scoring team will win third place. All judging decisions are final. In the event of a tie, the Managing Editor of FSB Magazine or his representative shall determine the winner(s) based on the: (i) overall quality of each Submission; and (ii) ability to execute the Submission. All decisions by FSB's Managing Editor are final.

Entrant hereby irrevocably grants to FSB and its agents and licensees the right to record, publish, exhibit, distribute and use in any way use Entrant(s) name, voice, photograph and likeness in and in connection with any program to be developed on behalf of FSB (the "Program") in any form, anywhere in the world, in any media known today or which may hereafter become known, at any time, as well as with respect to advertising and promotion thereof. Entrant hereby waives any right that Entrant may have to inspect or approve any finished product (including any advertising copy or other advertising materials that may be used in connection therewith) or the use to which such finished product may be applied. Entrant hereby

irrevocably releases FSB and its agents and licensees from any and all claims or liability for invasion of any personal or property right which Entrant has or may have.

Entrants must submit the entry form and one (1) typed print version and an electronic version of the Submission to Elaine Pofeldt, FSB Magazine, ROOM 16-312, 1271 Avenue of the Americas, New York, New York 10020, [fsb\\_studentshowdown@fortunemail.com](mailto:fsb_studentshowdown@fortunemail.com). All entry forms, Submissions and the electronic versions thereof must be received by the contest close date of June 11, 2007. All entries become property of FSB and will not be returned. Submissions may be published in FSB Magazine, FORTUNE Magazine, FSB.com and/or FORTUNE.com. Entry and acceptance of a prize (if any) constitute permission (except where prohibited by law) for FSB to use the winner's name, hometown and likeness for purposes of advertising and promotion without further compensation.

It is an express condition of entry and eligibility that each Entrant(s) (i) grants to FSB a non-exclusive, irrevocable license to display and distribute the Submission, and (ii) warrants and represents that the Entrant(s) has acquired and shall maintain all rights and licenses necessary in connection with all uses of the Submission by FSB in connection with the FSB Competition, including without limitation all copyrights, trademarks, patents, music synchronization rights, music performing rights, master music recording rights, still photography, film and videotape footage rights. Entrant(s) further represents and warrants that the Submission and any use thereof in connection by FSB, the FSB Competition and the advertising, promotion and publicity thereof, shall not infringe upon any statutory or common law copyright and shall not constitute a defamation, or invasion of the right of privacy or publicity, or infringement of any other right of any kind, of any third party. Entrant(s) shall indemnify and hold harmless FSB and their respective affiliates, officers, directors and employees from and against any and all liability, claims, loss, damage, injury or expense, including reasonable attorneys' fees, arising in connection with any third party action or arising out of a breach, or allegation which if true would constitute a breach, of any of its representations, warranties or obligations herein.

Entrant(s) hereby acknowledges and agrees that FSB, Time Inc. and/or the judges shall not be under any obligation to Entrant(s) with respect to Entrant(s)' Submission. FSB and Time Inc. as a company and its employees are as free to proceed with respect to any business or arrangement based on the Submission that is the same as, or similar to, that submitted by Entrant(s) as FSB and Time Inc. were prior to the submission of the Submission. To the extent that the Submission or any elements thereof constitute intellectual property, it is agreed that in protecting Entrant(s)' Submission, Entrant(s) shall rely solely on Entrant(s)' rights under the patent, trademark, and copyright laws, and that consideration by FSB and the judges of Entrant's Submission shall in no way impair FSB or Time Inc.'s right to contest the validity of Entrant's patent, trademark or copyright.

This contest is open to all legal United States residents. Employees of Time Warner

Inc. and its affiliated or subsidiary companies, or members of their immediate families are not eligible. Void where prohibited by law. Prizes to be awarded are as follows: the Submissions and winners will be featured in an article in *Fortune Small Business* Magazine. No substitutions, transfers or cash equivalent will be awarded; however, FSB reserves the right to substitute a prize of equal or greater value in its sole discretion if advertised prizes are unavailable. Prizes will be awarded in the name of the individual winner or in the event a team is the winner, equally divided among all team members who have signed the Entry Form. In the event that FSB fails to receive a sufficient number of suitable Submissions, FSB reserves the right to either not proceed with the FSB Competition and/or to not publish an article on the FSB Competition in *Fortune Small Business* Magazine. Winners or their parents/legal guardians are responsible for paying any applicable federal, state and local taxes, and all other expenses associated with any prize not explicitly stated herein as being awarded. Winners will be required to sign an affidavit of eligibility and a release. Winners must provide their social security number in order to receive a prize.

Winners will be chosen on or about September 5, 2007 and will be notified in writing by November 1, 2007. Names of Winners will be available after November 1, 2007. For the name of the winners or any other questions write to: The FSB COMPETITION c/o FSB, 1271 Avenue of the Americas, New York, New York 10020 Room 16-312.

I agree that I have read and accept the above Official Rules. Each Entrant Team Member must sign the below Official Entry Form.

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FSB COMPETITION  
OFFICIAL ENTRY FORM

Name(s) of each Entrant(s), Including All Team Members:

Name of main contact person for Entrant Team, Including All Team Members:

Address(es) for each Entrant(s), Including All Team Members:

Phone number(s) for each Entrant(s), Including All Team Members:

E-mail address(es) for each Entrant(s), Including All Team Members:

Name of the attorney, CPA or venture capitalist who is submitting a letter of recommendation (if applicable):

Telephone number and e-mail address of the attorney, CPA or venture capitalist who is submitting the letter of recommendation:

Mailing address of the attorney, CPA or venture capitalist who is submitting the letter of recommendation:

School in which Entrant(s) is enrolled, Including All Team Members (if applicable):

Name of the Business Plan Competition that the Entrant(s) has participated in (if applicable):

Name of the organizer of the Business Plan Competition that the Entrant(s) has participated in:

Telephone Number and e-mail address of the organizer of the Business Plan Competition that the Entrant(s) has participated in:

Mailing address of the organizer of the Business Plan Competition that the Entrant(s) has participated in.

Rank in that Business Plan Competition (e.g. first place):

Affiliations (school or professional) of Entrant(s), Including All Team Members:

Name(s) of each Entrant(s), Including All Team Members:

Name of main contact person for Entrant Team, Including All Team Members:

Address(es) for each Entrant(s), Including All Team Members:

Phone number(s) for each Entrant(s), Including All Team Members:

E-mail address(es) for each Entrant(s), Including All Team Members:

School in which Entrant(s) is enrolled, Including All Team Members (if applicable):

Name of the school-based Business Plan Competition that the Entrant(s) has participated in:

Name of school representative who supervised the Business Plan Competition:

Telephone Number and e-mail address of school representative who supervises the Business Plan Competition:

Mailing address of university representative who supervises the Business Plan Competition.

Rank in that Business Plan Competition (e.g. first place):

Affiliations (school or professional) of Entrant(s), Including All Team Members:

**SUMMARY OF SUBMISSION:**

Name of business:

Service or product:

Definition of service or product:

Size of market:

Brief description of business's competitive environment:

Management team (please name all key executives):

Amount of funding required to execute plan:

Planned use of funds:

Exit strategy: (e.g. going public)

Each Entrant(s), Including All Team Members Must Sign this Official Entry Form.

By: \_\_\_\_\_

By: \_\_\_\_\_

By: \_\_\_\_\_

By: \_\_\_\_\_