



**Society of Plastics Engineers, Inc.**  
*Promoting the Scientific and Engineering Knowledge of Plastics*

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**SPE Plastics Environmental Division**

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## **Clean Technology Business Plan Forum & Competition New & Emerging Technologies & Companies in the Plastics Industry**

### **GPEC® 2008**

Global Plastics Environmental Conference  
Society of Plastics Engineers, Environmental Division

#### **Overview of Contest**

An opportunity for new and emerging companies, as well as individuals with new technologies looking to be commercialized and impact the plastics industry in some capacity, to present and engage with technological experts and investment professionals.

1. Your Entry Form, including a 1-2 page Executive Summary, declaring your participation in the Contest is due by **February 1, 2008**.
2. Finalists and Alternates will be selected by February 5, 2008.
3. Finalists and Alternates will be invited to submit final business plans (details below) by March 1, 2008.
4. Finalists and Alternates will be invited to participate at GPEC 2008 (March 10-12, 2008). Teams will be able to present to judges who are professionals in the plastics industry and from the investment community, and will be able to host a table at the networking event following the plan presentations to individually speak with conference attendees.
5. Winners will be announced at the conclusion of the conference.

***The ultimate aim of this competition is to provide an opportunity for cutting-edge clean-technologies in the plastics industry to be showcased, discussed, and developed. We hope that Entrepreneurs, Technologists, Engineers, Seasoned Industry Players, Investment Professionals, and other interested parties will each be able to benefit and enhance the industry from this event.***

#### **Confidentiality**

All information provided in your materials should be non-proprietary. We discourage you from presenting or discussing any proprietary aspects of your technology. The purpose of the business plan forum is not to explain or validate the proprietary items of the technology, but to provide insights into the ability of a potential business to execute on the technology. The initial panel who

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reviews your first business plan submission may, at its discretion, provide comments to the participants if there are concerns about the confidential nature of any materials provided. The submitter should not rely on these comments, however.

Note that the final executive summary business of your idea which you include with your entry form may be used in public documentation relating to the contest.

## **Who May Submit Plans**

**Eligibility:** Business Plans will be accepted from BOTH established businesses and individuals/teams with non-commercialized ideas. To participate, an established company or business must currently have annual revenues less than \$1 Million. An individual employed by an established company may present an idea or technology that is intended to operate separately from the established business. Students are encouraged to submit plans.

**Ideas and Technologies:** Ideas and Companies must relate to the following theme: "Clean Technologies and the Plastics Industry." All participating companies and technologies must tie into the plastics industry and must have an element to the company or technology that (1) harnesses renewable materials or energy sources; or (2) substantially reduces the use of resources; or (3) substantially cuts or eliminates emissions and waste. Successful plans will be those that provide a demonstrable impact on enhancing some facet of the plastics industry. Areas of interest may include advanced polymers; renewable feedstocks; more efficient production/processing techniques; recovery and recycling technologies; use of innovative sortation or quality control measures; energy recovery; advanced water technologies utilizing plastics; material usage techniques; biodegradable technologies; or use of materials in new applications (i.e. unique applications in the transportation or food industry).

**Team Members:** Teams may be made up of between one and four people. Teams may be made up or include university students.

## **Requirements for the Business Idea**

The objective of the business plan contest is to provide an opportunity to "road test" new and innovative ideas under consideration or entrepreneurial pursuits. In particular, the plans presented must touch, in some capacity, a part of the plastics industry and represent a clean-technology.

Most ideas entered in the competition will be ideas for a new business. In certain cases, this business may include a substantial acquisition component. For example, one submission entailed making a significant number of acquisitions of smaller companies in a specific industry. The plan involved a good deal of substantive work on how value would be created through acquisitions and subsequent management, and was a solid piece of work. However, a plan that simply called for the acquisition of one company and the creation of value through "better management" would not be an appropriate submission. Another type of valid submission would include the opportunity to substantially remake an existing enterprise with a dramatically new strategy—an "intrapreneurial" opportunity.

**Judging Criteria:** The winning team, as decided by the judges, will be the team that offers a business plan and a presentation which provides the most promising opportunity (through its combination of talent and technology) that impacts the plastics industry and (1) harnesses renewable materials or energy sources; or (2) substantially reduces the use of resources; or (3) substantially cuts or eliminates emissions and waste. Teams will not be judged on the current stage of development of the idea or company (i.e. businesses that have already been in operation will not be at an advantage over other teams).

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**Example and Suggestions:** Advanced polymers; renewable feedstocks; more efficient production techniques; recovery and recycling technologies; use of innovative sortation or quality control measures; energy recovery; water technologies; material usage techniques; biodegradable technologies; use of plastics in new applications (ex. unique applications in the transportation or food industry); and countless others.

## Deadlines

**Entry Form:** An Entry Form, which includes a 1-2 page executive summary Business Plan, is required to officially enter the Contest. The Entry Form must be submitted by the **February 1, 2008** deadline.

From the original submissions, the committee will notify the finalists and alternates by **February 5, 2008**. The Finalists will be invited (a) to submit a final Business Plan, including presentation powerpoint slides or similar materials, (b) to make a presentation of their plan at GPEC 2008, and (c) to host a table during the networking event following the plan presentations. Alternates will be invited (a) to submit a final Business Plan, including presentation powerpoint slides or similar materials, and (b) host a table following the plan presentations. If any of the Finalists are unable to present, Alternates will be able to present in place of Finalist teams.

**Final Plan Submission:** The Final Business Plan submission is the actual plan you are submitting for judging and is due by **March 1, 2008**. Submissions must be on 8.5 x 11 paper and may not exceed two pages for the Business Plan and a maximum of a 20-slide "Powerpoint" or similar overview/summary presentation.

Submission should be sent via email to Eric Koester, via email at Eric.Koester@HellerEhrman.com, or via facsimile at 206.515-8908.

At a minimum, final submissions should include:

- a 1-2 page Business that will be available to all attendees of the Presentation (which may be updated from the Entry Form submission); AND
- no more than a twenty-slide "Powerpoint" or similar overview/summary of the proposed business, which should include:
  - o financial projections for two years;
  - o other analysis, as appropriate (e.g., break-even analysis; estimated market share calculations); and
  - o market data based on customer research and customer response analysis.

## Live Presentations

**Final Round of Judging:** All Finalists will be invited to make live presentations to a panel of judges at GPEC 2008. Finalists and Alternates will be invited to attend GPEC to participate in a networking event following the presentation round, and each team will be invited to host a table to distribute materials and discuss their technologies/companies. Details will be announced as the contest progresses.

## Prizes

The winning team will receive a write-up in the Society of Plastics Engineers, Environmental Division newsletter. Additional prizes may be awarded and will be determined prior to the competition.

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