

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

**GPEC® 2009**

Global Plastics Environmental Conference  
Society of Plastics Engineers, Environmental Division

**ENTRY FORM**

Email **Entry Form** AND **1-2 page Executive Summary** to [ekoester@cooley.com](mailto:ekoester@cooley.com)

**NOTES:** Must be submitted by midnight on January 10, 2009. Only one submission is required per team. The first team member listed will be used as the main point of contact for communication with the team. Additional rules may be found on the GPEC 2009 Conference Website.

**Team/Technology/Company Name:** \_\_\_\_\_

**Plan Presenters:** (Up to 2, you may alter this list at any time)

Name	Affiliation	Email	Phone
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Name	Affiliation	Email	Phone
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**Business Concept Description:** (Please provide a brief description of your business concept. This description may be used for promotional purposes. No additional pages.)

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**Business Status:** If this entry is for a business that already exists, please provide information on: (1) when it was founded; (2) the founders and other key people on the management team; and, (3) any revenues or other indicators of its status.

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**“Executive Summary” Business Plan:** Please attach a 1-2 page executive summary via MS Word or PDF consistent with the instructions which follow.

**Email (1) Entry Form AND (2) one to two page Executive Summary Business Plan to [ekoester@cooley.com](mailto:ekoester@cooley.com) by January 10, 2009.**

## Instructions & Requested Information for “Executive Summary” Business Plan

To be considered to present at the GPEC 2009 Business Forum & Competition, please create a concise (**no more than 2-pages**) business plan that (**in MS Word only**) addresses the business elements described in the table below. Your business plan should tell a story – a coherent story that hangs together with a central theme. As you address each of the business case elements, describe how they contribute to, and strengthen this theme (if possible use the suggested order provided below). Please note: If selected as a Finalist or Alternate, you will be given the opportunity to revise the final Business Plan.

**All information provided should be non-proprietary.**

<b>Business Case Elements</b>	<b>Name of Company: Technology on which company is based:</b>
<b>Business and Business Model</b>	The description of your business. Describe how your business makes money and how will it assure long term profits? What is the company’s key value proposition (e.g. low cost producer)? If applicable, when was Company created? What is the current structure and ownership? <sup>1</sup>
<b>Product</b>	What is your product or service? Investors want to be sure that people will buy your product and they want to know the pressing business and/or other customer need(s) that it solves. What are the key benefits to customer (not technical)? Where is the product in its evolution (e.g. fully tested prototype; in initial production and markets; etc.). Do you offer a “whole product” solution to the customer needs that you are targeting? What else is needed?
<b>Competitive Position</b>	Investors want to know their investment is protected. Who is the competition and how are you going to deal with them. What strategy gives you an edge over the competition? Is your competitive position sustainable? Is the investment protected with patents / know how?
<b>Markets</b>	What markets and market segments are you going after that will give you a sustainable advantage? What are the key market barriers? What is your basic strategy for developing and reaching those markets? Are these market assumptions consistent with financial assumptions?
<b>Customers</b>	Customers are the key to strong profits. Who are the specific customers that you are pursuing or will pursue? Do you have any letters of intent to purchase? How are you reaching your customers?
<b>Management Team</b>	Remember that investors often make their biggest bets on people. What can you say about the key members of your management team that will convince investors that your management team will be able to keep their eye on the marketplace and steer the venture to commercial success? Do they have start-up experience (beyond this venture)? Do they have experience forming and working with strategic partnerships? What are your plans for further developing your management team? If this is still in the early stages, what type of management do you plan to attract.
<b>Achievements</b>	What key achievements indicate to investors that you have made sound progress in measurable terms and that your company is on track in creating a viable business? What are your next major near term planned achievements / goals?
<b>Sales and Gross Profits</b>	Are you currently selling product? If yes – How much? What do the returns look like for now? Three years out? If no – When will product enter the market? What are the key assumptions?
<b>Needs from Investors</b>	From the above, lets assume that investors will be convinced that your are rapidly moving towards a viable and very profitable business. How much are you asking for and what’s in it for them? What will they get out of the deal? How do they cash out (exit)? Let them know how the money will be spent. What else do you want/need from a potential investor?

<sup>1</sup> If you represent a division or are a part of a large diversified company, it is important to know how you function in relation to the larger entity. Further, if you are part of a larger organization please answer the remaining questions from the perspective of the division or smaller entity that you represent. If you have not created an entity, use your best guess/idea.