



MOMENTUM TEXAS BUSINESS PLAN COMPETITION: ESTABLISHED

Registration information to be provided by EXISTING/ESTABLISHED BUSINESSES.

BUSINESS INFORMATION	
Business Name:	
Business Mailing Address (Suite, City, ST, ZIP):	
Name of Owner #1:	Name of Owner #2 (if applicable):
Owner #1 Title:	Owner #2 Title:
Owner #1 Phone:	Owner #2 Phone:
Owner #1 E-Mail:	Owner #2 E-Mail:
Contact Person:	Contact Person's Title:
Contact Person's Phone:	Contact Person's E-Mail:
Type of Business: <input type="checkbox"/> Newly Established	<input type="checkbox"/> Start Up (Please Complete the "STARTUP" form)

FORMAT FOR BUSINESS PLAN ENTRY Include Executive Summary of the plan along with responses to the following:	
Describe the business concept i.e. What does the business do and why is it be needed?	<input type="checkbox"/>
Target Market – describe the size and composition of the target market: <ul style="list-style-type: none"> • Geographic area served? • Demographics of geographic area or target market served, number of people, age, income, etc.? • Describe the customer for the business and what need the business will fulfill? 	<input type="checkbox"/>
The business idea: <ul style="list-style-type: none"> • How does this idea fulfill the need? • What makes this idea unique? 	<input type="checkbox"/>
Competitive Analysis: <ul style="list-style-type: none"> • Who are your main competitors? • What is their competitive advantage(s)? • What is your competitive advantage(s)? 	<input type="checkbox"/>
Action Plan: <ul style="list-style-type: none"> • Where is the business located • Describe the management team and, skills of other employees-current and projected? • How much revenue does the business currently generate and is it profitable? • What are plans for growth of the business including a 3 year financial forecast? • How will that growth be financed? 	<input type="checkbox"/>

The Business Plan submission should not exceed 10 pages, including charts, graphs, etc., (You may submit your plan online or by mail)

Mail this completed form, your business plan, along with the \$25.00 registration fee (check or money order) by September 30, 2009 to:

Momentum Texas
 Attn: Business Plan Competition
 1402 Corinth Street
 Dallas, TX 75215