

MARIST



November 16, 2023

Information Session

12th Annual

Mid-Hudson Regional Business Plan Competition

hosted back In-Person at Marist College,

April 5, 2024

MHRBPC

<http://bit.ly/2PY75z0>

Competition Committee Contacts:

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Thank you to our 2023 MHRBPC Sponsors





GUEST SPEAKERS



Christopher Algozzine

Senior Professional Lecturer of
Computer Science
Marist College
Retired IBM Executive
IBM



Jack Woods

NYBPC Student Ambassador for Mid-
Hudson Region
Marist College
Bachelor of Business Administration,
Accounting and Finance
Honors Student



Past Regional Participant Schools:



THE WORLD'S PREMIER CULINARY COLLEGE



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Mid-Hudson Regional Business Plan Competition Hosted at Marist College, April 5, 2024

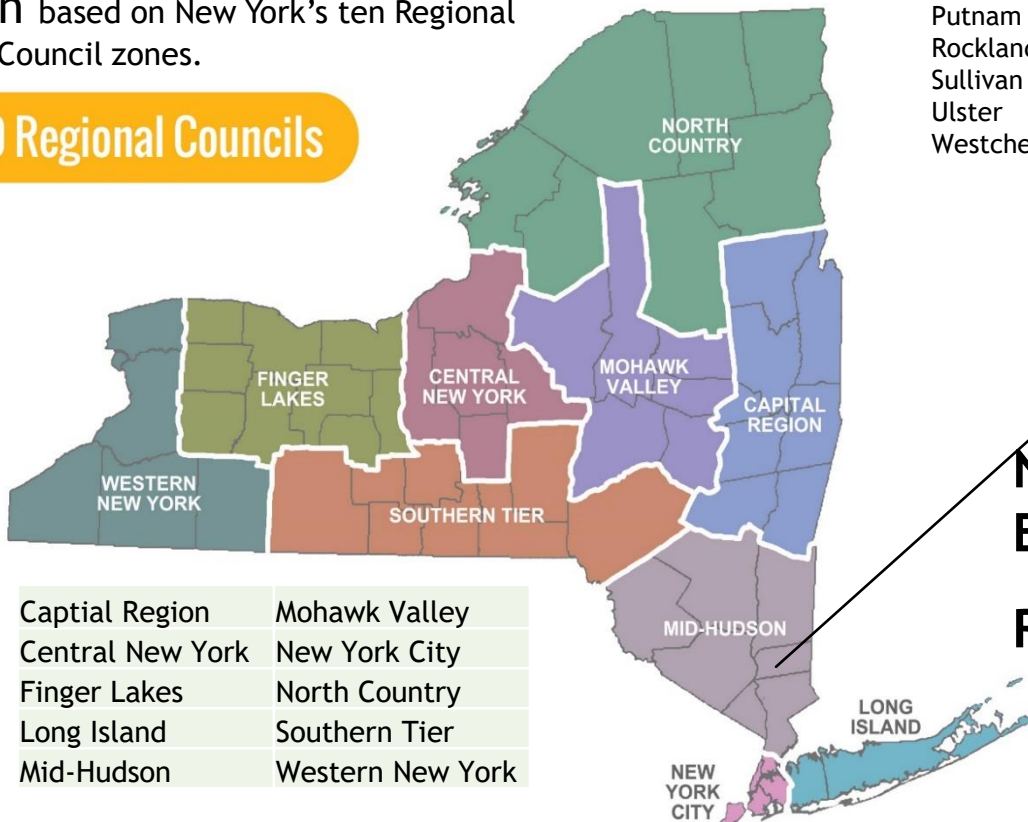
Background and Basics

The MHRBPC provides a platform for students to: share their business ideas, research the market and competitive landscape, complete financial projections, and compete for cash and in-kind prizes. **Plus additional benefits:** network, receive mentorship & advice, gain experience

10 Regions for the New York State Business Plan Competition based on New York's ten Regional Economic Development Council zones.

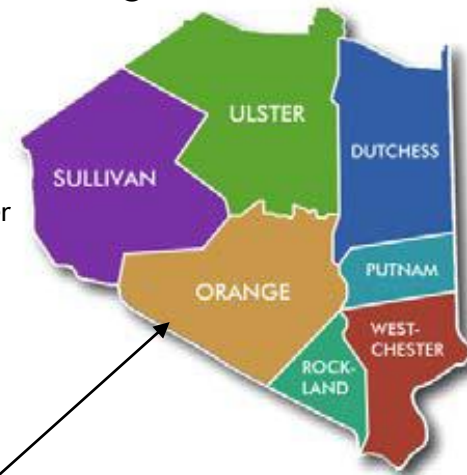
10 Regional Councils

Students will be assigned to a semifinal regional competition based on the location of their school.



Mid-Hudson Region: 7 Counties

- Dutchess
- Orange
- Putnam
- Rockland
- Sullivan
- Ulster
- Westchester



NYS Competition Established in 2010
Regional Expansion 2013





Background and Basics



NYS Competition History

2010: A regional business plan competition with a focus on energy technology was organized by SUNY College of Nanoscale Science and Engineering (CNSE)

In partnership with: University of Albany School of Business, Lally School of Management and Technology at Rensselaer Polytechnic Institute, and Union Graduate College School of Management
Inaugural event held at CNSE's Albany Nanotech Complex

2013: Regional Expansion

Regional partner institutions host semifinal competitions in each of the regions every March/April
Top teams from each region advance to the statewide final competition

Since 2010, over....

- 8,000 Students have pitched their ideas
- 500 Students participate each year
- 80 NY state colleges and universities support students to participate
- 65% of teams include underrepresented founders
- \$150,000,000 of economic impact

General Competition Overview



12th Annual

Mid-Hudson Regional Business Plan Competition:

hosted by Marist College, in-person

January 2024 - Student Application Opens - unified BPC application
Judges and Mentors Registration Opens
(on NYBPC.org and the [MHRBPC Website](#))

March 1, 2024 - Deadline: Student Teams Application & Executive Summary

March 24, 2024 - Deadline: Student Teams 6-8 minute Video Pitch and Slide Deck submission

April 5, 2024

Pitch and Q&A, and Awards Ceremony, In-person at Marist College

- Students present to a panel of expert judges
- 8-minute pitch presentation, plus 6 minutes Q&A
- Students compete within tracks (assigned by NYBPC organizers)

MHRBPC Teams Present in-person for the MHRBPC. *Limited Number of Teams per Track*

Dates subject to change (see NYBPC 2024 rulebook for updates and more details)



Mid-Hudson Regional Business Plan Competition Hosted at Marist College, April 5, 2024

General Competition Overview



New York State Business Plan Competition Finals:

1st and 2nd place winners from each track in each of the 10 regions advance to the State Finals

➤ up to 12 teams per region; up to 20 per track; 120 teams in total

April 9, 2024 - Deadline: Regional Winners Final Video Pitch and Slide Deck submission for NYBPC 1st Round

April 22, 2024 - Deadline: First Round Winners: Final Video Pitch and Slide Deck submission

April 25, 2024 - in-person, Location to be announced

- Second Round -Track Winners: Top Teams in Each Track Compete in-person in morning.

- Third Round - Grand Prize Finals: First Place Track winners Compete in-person in afternoon for grand prize.

Select teams per track present in-person for the NYBPC

Dates subject to change (see NYBPC 2024 rulebook for updates and more details)



Mid-Hudson Regional Business Plan Competition Hosted at Marist College, April 5, 2024



Eligibility Requirements

- ▶ **Open to all currently enrolled graduate and/or undergraduate students from accredited New York State colleges and universities in the Mid-Hudson region.**
- ▶ **Eligible Student(s) must be the presenter(s) in all stages of the competition**

(see NYBPC 2024 rulebook for updates and more details)



Eligibility Requirements

- ▶ Teams may compete in only 1 region per year, based on school location.
- ▶ Students may not participate on more than 1 team each year of the competition.

(see NYBPC 2024 rulebook for updates and more details)



Eligibility Requirements

- ▶ **Grand prize winners** from previous years' competitions are **no longer eligible** to compete in the competition.
 - ▶ They are encouraged to participate as speakers, mentors, volunteers, and judges!
- ▶ **Individual members** of winning teams may return with new teams in subsequent years.

(see NYBPC 2024 rulebook for updates and more details)



Eligibility Requirements

Teams with Incorporated Ventures

- ▶ Cumulative public and private capital raised may not exceed **\$100,000**
- ▶ Student ownership of venture must be more than **50%**

(see NYBPC 2024 rulebook for updates and more details)



Six Tracks

Each business venture will be placed in a competition Track by business plan organizers based on category tags selected on the business plan competition application. Student Teams will compete against other teams that fit into a specified competition Track.

2024 Tracks

Food and Agtech: Agricultural Tech, Food Product, Food Service

Health & Wellbeing: Health IT, Life Science, MedTech, Wellbeing

Learn, Work and Live: Education, Community Building, Productivity, FinTech

Safety, Power & Mobility: Defense, Energy, Climate Tech, First Responder, Infrastructure, Mobility, Transportation

Products & Hardware: Business plans don't fall into other tracks

Services & Software: Business plans don't fall into other tracks



Student Application Category Tags

Student teams will choose category tags for (1) Sectors, (2) Business Types, and (3) Tags to help to identify the track that is the best fit for their business venture when completing the business plan competition application. Based on category tags selected, business ventures will be placed in a competition Track by the NYBPC organizers. **Category tags can align with special prizes.**

Examples of some CATEGORY TAGS

Sectors

- ▶ Defense
- ▶ Energy
- ▶ First Responder
- ▶ Mobility & Transportation
- ▶ Education
- ▶ Health
- ▶ MedTech
- ▶ Agricultural Tech
- ▶ Food Product
- ▶ Entertainment
- ▶ Art

Business Type

- ▶ Software
- ▶ Hardware
- ▶ Product
- ▶ Service
- ▶ Other B2B Solutions
- ▶ Other B2C Solutions

Tags

- ▶ BIPOC
- ▶ Female Founder
- ▶ First-Generation College Student
- ▶ Immigrant Founder
- ▶ LGBTQIA+
- ▶ Social Entrepreneurship
- ▶ Veteran Owned
- ▶ Artificial Intelligence (AI)
- ▶ Concept Stage

Judging Criteria

For more details
See Rulebook on NYBPC.org
Or MHRBPC Website



- ▶ **MARKET OPPORTUNITY:** Clear market need and a plan to take advantage of the need.
- ▶ **COMPETITIVE ADVANTAGE:** The product or service is something unique that has a protectable competitive advantage in the proposed market.
- ▶ **MANAGEMENT CAPABILITY:** The team has the skills and experience to develop this venture and address the associated risks.
- ▶ **FINANCIAL UNDERSTANDING:** The team has a solid understanding of the financial requirements of the venture.
- ▶ **ROADMAP/GROWTH STRATEGY:** The team has engaged in short and long-term planning and has considered strategies for growth.
- ▶ **SUSTAINABLE BUSINESS MODEL:** The team understands & can communicate their core business model & has a strategy for developing a sustainable venture.

Presentation Content

For more details
See Rulebook on NYBPC.org
Or MHRBPC Website



➤ BUSINESS MODEL AND TEAM:

▶ GENERAL DESCRIPTION: What is your business model?

- ▶ What is the problem you are solving?
- ▶ Describe how your venture makes money and how it will assure great and long-term sustainability for the future.

▶ VALUE PROPOSITION: What is your company's key value proposition?

- ▶ Why your business rather than the competitors? (e.g. lowest cost, highest reliability, best performance, etc.)? What is your venture's right to win versus the competition?
- ▶ What are the benefits of your products or services?

▶ STRUCTURE: What is the structure of your company?

- ▶ Do you have the team members that you need to grow the business?
- ▶ How will the structure change with growth?

➤ PRODUCT/SERVICE

▶ PRODUCT AND SERVICE: What is your product/service offering?

▶ FUNCTION AND BENEFIT: How does your product/service work? Define and quantify key benefits (e.g. cost, performance, technical, etc.) for customers.

▶ DEVELOPMENT PROCESS: Where is the product/service in its evolution (e.g. idea/conception, proof of concept, fully tested prototype, etc.)?

Presentation Content

For more details
See Rulebook on NYBPC.org
Or MHRBPC Website



- **COMPETITIVE POSITION:**
 - ▶ **COMPETITORS:** Who is your competition?
 - ▶ **EDGE OVER COMPETITION:** What makes you better than other companies currently in the market?
 - ▶ **SUSTAINABILITY:** Is this competitive position sustainable?
 - ▶ **IP PROTECTION:** How will you protect your propriety information?

- **MARKETS:**
 - ▶ **TARGET MARKET:** What markets and market segments are you targeting? How big are these markets and how can you sustainably capture them.
 - ▶ **BARRIERS TO ENTRY:** What are the key market barriers and how will they lend to your success?

- **CUSTOMERS:**
 - ▶ **CUSTOMERS:** Who are the specific customers that you are pursuing or will pursue? Do you have any letters of interest and/or intent to purchase? Do you have sales?
 - ▶ **DISCOVERY:** What kind of customer discovery have you conducted to find out about people who want what you are offering?

Sample Presentation Format



Company Name / Logo at the top of each slide (*suggest 10-15 slides max*)

1. **Mission and Purpose**
2. **Business Model**
3. **Product/Service**
4. **Competitive Position**
5. **Markets**
6. **Customers**
7. **People**
 - Management team and relevant experience especially that which is related to start-ups
 - Industry experience
 - Other key people and advisors
 - Number, mix and capabilities of employees
8. **Financials**
 - Current sales/sales anticipated in 3 years, 5, 10 (pricing and volume)
 - Margins
 - Relative to financing needs
 - How much is needed
 - How will it be used
 - How it will be repaid to investors and/or debtors (if applicable)
9. **Achievements to date**
 - Important milestones
 - Next Steps

For more details
See Rulebook on NYBPC.org
Or [MHRBPC Website](#)



Example Presentations

- [RHM Innovations](#): Courtney Burris (University at Buffalo) + Brandon Davis Burris (University of Rochester), **(2023 Grand Prize Winner, pitching at the NYBPC Finals)**
- [Photonect](#): Juniyali Nauriyal and Sushant Kumar, University of Rochester (2022 Grand Prize) **From the 2022 NYBPC**
- [Step2,3 LLC](#): Shannon Sincere Dawson, SUNY at Purchase College (2022 GRYT Health Award) **From the 2022 NYBPC**
- [NightCap](#) Christina Bryde, MHRBPC **(2020 MHRBPC 1st Place AgTech and Food Track Winner, and NYBPC 2nd Place AgTech and Food Track Winner)**

For more details
See Rulebook on NYBPC.org Or [MHRBPC Website](#)

Prizes



- To be announced at Marist College on April 5, 2024.
- Depending on 2024 NYBPC sponsorship, Prize Money may be awarded at the regional competition to the **top two teams** from each track.
- What's up for grabs at the state level?
 - In past years there was over \$500,000 in cash and in-kind prizes
 - Past grand prize-winning teams have taken home over \$100K in cash and in-kind services. In 2023, at the NYBPC, 1st place teams in each track received \$10,000 each! **The 2023 Grand Prize Team received \$25,000!**

In 2023, 4 out of the 6 First Place Track Winners came from the Mid-Hudson Region. 1st Place winning teams were from Iona College SUNY New Paltz, SUNY Ulster, and the United States Military Academy at West Point.

Each Team won \$10,000 at the NY State Finals!



2024 MHRBPC & NYBPC Timeline

November 16, 2023	<ul style="list-style-type: none">• MHRBPC Information Session & Kickoff (virtual)
November 2023– March 2024	<ul style="list-style-type: none">• Teams develop ideas for products, services, etc.• Work with mentors to refine pitch
January 2024	<ul style="list-style-type: none">• MHRBPC Application opens
February 2024	<ul style="list-style-type: none">• Perfect Your Pitch & Mentoring Program Information Session
March 1, 2024	<ul style="list-style-type: none">• Application Deadline (Executive Summary required with application)
March 24, 2024	<ul style="list-style-type: none">• Final Submissions of video, slide deck and executive summary are due.
April 1- 4, 2024	<ul style="list-style-type: none">• MHRBPC Judges Review of team submissions• Students prepare for live pitch and Q & A
April 5, 2024	<ul style="list-style-type: none">• MHRBP Competition Day– 8-minute pitch & 6-minute Q & A• Final Judging and announcement of winning regional teams – In Person
April 17- 23, 2024	<ul style="list-style-type: none">• NYSBP Competition First Round - 1st & 2nd Place Regional winners compete at state level - asynchronous
April 25, 2024, AM	<ul style="list-style-type: none">• NYSBP Competition Day Second Round - Top three teams chosen from each track will compete in Finals; 8-min. pitch & 6-min. Q &A – In Person
Thursday, April 25, 2024, PM	<ul style="list-style-type: none">• NYSBP Competition Third Round - Finals - Top team in each track will compete for the NYSBPC Grand Prize – In Person





APPLYING to the MHRBPC

Student Team Online Application & Executive Summary

- Opens: **January 2024**
- Deadline: **March 1, 2024**
- Check the website for the link to apply (must apply to participate)

Student Team Submission Deadline, Slide Deck and Video

- Deadline: **March 24, 2024**

MHRBPC: <http://bit.ly/2PY75zO>

<https://www.marist.edu/computer-science-math/mid-hudson-regional-business-plan-competition>

NY state: <https://www.nybpc.org/>



12th Annual

Mid-Hudson Regional Business Plan Competition:
hosted at Marist College, Poughkeepsie, NY
APRIL 5, 2024

<http://bit.ly/2PY75zO>

MHRBPC Website

Competition Committee Contacts:

Cynthia Worrad cynthia.worrad@marist.edu 845-575-3611

Roberta Diggins roberta.diggins@marist.edu 845-575-3601

Short Q&A,

before we move on to our guest speakers



GUEST SPEAKER



Jack Woods

NYBPC Student Ambassador for Mid-Hudson Region
Marist College
Bachelor of Business Administration,
Accounting and Finance
Honors Student



GUEST SPEAKER



Christopher Algozzine

Senior Professional Lecturer of Computer Science

Marist College

Retired IBM Executive

IBM



Visit the MHRBPC website for
more information

MARIST

“Perfect Your Pitch” & Mentoring Program Information Session

February 2024

MHRBPC

<http://bit.ly/2PY75z0>



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Mid-Hudson Regional Business Plan Competition:
hosted at Marist College, Poughkeepsie, NY
APRIL 5, 2024

<http://bit.ly/2PY75zO>

MHRBPC

**Check our MHRBPC Website for updates often.
Sponsorship opportunities at various levels.
Contact Competition Committee with Questions:**

Cynthia Worrad cynthia.worrad@marist.edu 845-575-3611
Roberta Diggins roberta.diggins@marist.edu 845-575-3601

Thank you for attending!