



Palestine Information & Communications Technology Incubator
الحاضنة الفلسطينية لتكنولوجيا المعلومات والاتصالات

Call for Entrants

Supported by Intel, PICTI Announces: "Palestine Business Plan Contest – 2012"

The Palestine Information and Communications Technology Incubator – PICTI would like to invite entrepreneurs and students to enter in the National Business Plan Contest - 2012.

The Business Plan Contest is designed, organized and managed by the Palestine ICT Incubator - PICTI, as this initiative is one of the tools towards achieving PICTI's strategic objective of working to identify and support the technical, intellectual and managerial talent of young entrepreneurs who can become the backbone of a dynamic export market for ICT products and services in Palestine.

TOP REASONS TO PARTICIPATE IN PICTI BUSINESS PLAN CONTEST:

1- LEARN

About yourself, about your working style, about business, about research, about teamwork, about project management, and about the IT industry. Attend industry seminars and workshops on "**How to Write a Business Plan**," "**Protecting Your Idea**," "**Pitching Your Idea**," "**Business Models**", and more!

2- APPLY WHAT YOU'VE LEARNED IN THE CLASSROOM

Learn what it's like to make a business work in the "real world." See if it's different from what you learned in school. Experience means a lot to employers and funding agencies.

3- TEAMWORK

Every employer and start-up business recognizes the value of teamwork. A strong team player is one who has had of experience managing different people and working styles and overcoming inevitable obstacles.

4- SEE YOUR IDEAS COME TO LIFE

Had an idea for a while and want to see if you can make it work? Need that extra push to put your ideas on paper? "Live the challenge" and get the extra incentive you need to make your dreams come true.

5- ENTREPRENEURIAL EXPERIENCE

How many of your colleagues and friends can say that they have an idea for a technology related business, let alone have written a business plan for one or seen how it stacked up against other ideas? The PICTI Business Plan Contest experience will help you to stand out from the crowd.

6- NETWORKING WITH HIGH PROFILE SPONSORS

Meet Palestine's top management of high-profile companies and governmental organizations. Impress them with your know-how and entrepreneurial spirit.

7- FEEDBACK ON YOUR PLAN AND IDEAS FROM INDUSTRY LEADERS

Judges are chosen based on their e-entrepreneurial, business, and IT experience. They will give you feedback about your plan and your idea after the winners have been announced.



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The PICTI Business Plan PRIZES!!!

- The winners will be eligible to participate at the Intel Levant Business Plan Competition in Amman – Jordan. They will be pitching their projects and competing for the UC-Berkeley seat in the international contest in California. Travel and accommodation expenses will be covered as part of the prize.
- PICTI will offer incubation services including acceleration and funding for the top three to five projects at PICTI (Ramallah & Gaza), and in cooperation with Palestine universities.
- The winners will be also part of PICTI mentoring program and will receive mentoring services for one year through Palestine Network of Mentors. They will also be nominated to participate in Mowgli-Palestine next wave.

However, PICTI Business Plan Contest team considers every team that submits a plan to be a winner, and each will receive a certificate for their participation.

- All Teams will receive a certificate of entry
- Team Advisors will receive a certificate of consultancy
- A template for a **Business Plan** is attached as an annex
- Apply by emailing your Business Plan to: tbpc@picti.ps
- For more information:

Ramallah: 02-240 9290 | Gaza: 08-288 1110 | Email: tbpc@picti.ps

 www.facebook.com/PICTI.BIC

Deadline for Business Plans Submission: End of June 2012



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Annex: Business Plan Template

2012 Business Plan Competition Business Plan

The Business Plan will be submitted electronically as one document:

1. **Cover sheet** (optional)
 - Illustration or logo
 - Confidentiality notice
 - Tag line or motto
2. **Info page** (required)
 - Business or team name
 - First and Last Name of all team members
 - Email address for all team members
 - Daytime phone number of all team members
 - First and Last Name of assigned coach, if applicable
3. **Business Plan** (12 pages)
 1. Business Concept and Value Proposition (must include significant milestones to prove concept)
 - a) Describe the overall product or service being offered and the need that it is addressing.
 - b) Summarize the key technology, concept, or strategy on which your business is based
 - c) Include details about what the advantages or unique characteristics of the product/service are
 2. Target Customer Segments and Market Sizing
 - a) Describe potential customers (target market) in general terms
 - b) Consumers: Age, ethnicity, marital status, children, education, geographic area, income, home-ownership, hobbies, etc.
 3. Revenue Model – Business Model
 - a) Describe the method for generating revenues
 - b) Business: Number of employees, annual sales, industry, technology applications, import/export, geographic area, special department etc.
 - c) Identify other potential opportunities for generating revenue
 - d) Describe initial growth in revenues
 4. Competition and Market Differentiation
 - a) Summarize the competition



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- b) *Outline your company's competitive advantage*
- c) *Identify competitors including revenue size or market share if possible.*
- d) *Contrast solution with existing products/services offered by competitors*
- e) *Describe market acceptance or key advantages for competitors*

5. Management Team

- a) *List CEO and key management by name*
- b) *Include previous accomplishments to show that these are people with a record of success*
- c) *Summarize number of years of experience in this field*
- d) *Recognize additional management needs to be filled*

6. Marketing and Sales

7. Business Systems and Organizational Structure

8. Financial Planning, Implementation Plan, and Financing

- a) *Outline a high-level financial plan that defines your financial model and pricing assumptions*
- b) *This plan should include expected annual sales and profits for the next three years*
- c) *Preliminary financial needs*
 - a. *For what period*
 - b. *Use of proceeds*
- d) *Preliminary financial model including revenue projections, estimated operating costs and anticipated profitability over first 3 to 5 years.*
- e) *Outline exit strategy and estimated time frame to reach exit opportunities*

9. Opportunities, Risks, Issues and Countermeasures

- a) *Summarize the risks of the proposed project and how they will be addressed*
- b) *Identify key decisions and issues that need immediate or near-term resolution*
- c) *State consequences of decision postponement*
- d) *Identify issues needing long-term resolution*
- e) *State consequences of decision postponement*
- f) *If you are seeking funding, be specific about any issues that require financial resources for resolution*

10. Appendices (Organizational Structure, Income Statement, Balance Sheet)