



**MONTEREY BAY REGIONAL  
BUSINESS PLAN COMPETITION**

2011

Have an idea?

**Compete for a prize package of cash and services to start your business**

Are you innovative?

Have a great idea for a business?

Meet investors, service providers and business leaders who can make your business a reality.

Attend free workshops that help you complete the application and give you an edge.

**One-Page Applications Due  
Monday, February 28**

## COMPETITION TIMELINE

**MONDAY, FEBRUARY 28**

One-page applications are due by 5:00 p.m. to MTC offices or regional partners.

**MONDAY, MARCH 14**

Judging of one-page applications complete and finalists notified.

**MONDAY, APRIL 25**

Finalists must submit their complete business plan by 5:00 p.m.

**FRIDAY, MAY 13**

Forum Event – Live presentations of finalists at the Monterey Institute of International Studies to investor panels.

Winners announced.

## THE COMPETITION AND WORKSHOP GOALS

- Attract businesses and investors to the region
- Support the success of regional start-ups
- Create regional interest in entrepreneurship
- Link local entrepreneurs to local investors
- Encourage students to become entrepreneurs
- Promote tech transfer, innovation and commercialization

**The 2011 Monterey Bay Regional Business Plan Competition is for regional start-ups, students and emerging businesses.**

Attend free workshops to help you complete your entry:

- Monday, February 7, 6:00 – 7:30 p.m. at Monterey Peninsula College, Sam Karas Room in the MPC library
- Tuesday, February 8, 2:00 – 3:30 p.m. at the SBDC in Gonzales
- Saturday, February 12, 1:00 – 2:30 p.m. at the Marina Technology Cluster
- Wednesday, February 16, 6:00 -7:30 p.m. at Monterey Peninsula College, Sam Karas Room in the MPC library
- Thursday, February 17, 12:00 – 1:30 p.m. at NextSpace in Santa Cruz
- Thursday, February 17, 2:00 – 3:30 p.m. at the San Benito County Economic Development Corporation offices in Hollister
- Saturday, February 19, 3:00 – 4:30 p.m. at Monterey Institute of International Studies
- Tuesday, February 22, 5:30 -7:00 p.m. at the Santa Cruz Chamber of Commerce

### 2011 MONTEREY BAY REGIONAL BUSINESS PLAN COMPETITION PARTNERS CURRENTLY INCLUDES:



- The Fisher International MBA Program at the Monterey Institute of International Studies
- California State University Monterey Bay School of Business
- Project 17 funded by the Small Business Administration
- Monterey Peninsula College
- The University of California at Santa Cruz School of Engineering
- Monterey Peninsula Chamber of Commerce
- Santa Cruz Chamber of Commerce
- Santa Cruz County Business Council
- The Marina Technology Cluster, an Economic Development Project of the City of Marina
- CSUMB Small Business Development Center
- Arroyo Seco Vineyards
- The City of Gonzales
- The City of Hollister
- The City of Santa Cruz
- The City of Seaside
- The City of Watsonville Redevelopment Agency
- The Economic Development Corporation of San Benito County
- The County of Monterey Redevelopment Agency
- Khan-Bernier & SEED Microenterprise
- HResource Solutions
- Goodwill Industries of the Central Coast
- Central Coast Small Business Development Center
- The Monterey County Business Council
- San Benito Regional Clean Energy Technology Center
- Barich Business Services
- NextSpace CoWorking + Innovation, Inc.
- Eric Jepson Design of Salinas
- The Monterey County Weekly
- DLA Piper
- Dr. Rock Clapper, the Band of Angels
- The Monterey Bay Consultants Group
- Pebble Beach Partners
- Armanasco Public Relations
- Business Logistics
- Ian Stock, Esq. and Entrepelaw of Santa Cruz
- Patrick Reilly, Esq. and the IP Society
- Walker & Reed, LLP.
- The Central Coast Marketing Team
- Peterson Communications and Marketing