



CHECK YOURSELF:

**WHAT YOUR APPLICATION
AND BUSINESS PLAN MUST
INCLUDE TO BE ELIGIBLE**



ELIGIBILITY REQUIREMENTS

WHO'S ELIGIBLE?

- The MillerCoors Urban Entrepreneurs Series (MUES) Business Plan Competition is open to all current and aspiring entrepreneurs who meet the following criteria **AND** submit a business plan meeting the following criteria:



ELIGIBILITY REQUIREMENTS

ELIGIBLE BUSINESS PLANS

- Business Plans **MUST** be for an early stage venture, buy-out, or expansion of an existing business enterprise **NOT** exceeding five years in business as of October 3, 2011.



ELIGIBILITY REQUIREMENTS

ELIGIBLE BUSINESS OWNERS

- Are AT LEAST 21 years of age on October 3, 2011.
- Are legal U.S. residents, residing in the United States.
- Are NOT a previous winner of the competition.



REQUIRED...OR BE DISQUALIFIED

ELIGIBLE APPLICATIONS MUST INCLUDE THE FOLLOWING ITEMS:

- Your Online Application Form, completed in full.
- Your business plan.
- Legally accepted photo ID's of ALL owners.
- Résumés of ALL owners.
- A signed letter from a certified public accountant (CPA) stating that they have reviewed the financial section of the business plan. (A pre-written letter template is available on the MUES Website)
- Additionally, each page of the business Plan shall contain the name of Applicant.



REQUIRED...OR BE DISQUALIFIED YOUR BUSINESS PLAN MUST INCLUDE:

- A Cover Page.
- Photo Copies of Driver's License or Government issued ID
- Resumes of All Partners
- Signature page with each partner's signature
- A Table of Contents.
- An Executive Summary.
- An Overview describing the ENTIRE business concept (including implementation).



REQUIRED...OR BE DISQUALIFIED **YOUR BUSINESS PLAN MUST INCLUDE:**

- A **Description of the Products or Services** to be included in the business enterprise, **INCLUDING** a description of marketing, actual or potential competition, operating procedures, performance claims, market survey results (if any), and intellectual property (if applicable).
- The business enterprise **Risk Factors**.



REQUIRED...OR BE DISQUALIFIED **YOUR BUSINESS PLAN MUST INCLUDE:**

- A summary of **Financial Data** which shall include a yearly projected **income statement, balance sheet, cash flow statement, and funds required or to be used (including loans)**, which projections shall be for a period of three years; if currently in business, include historical data. Each financial statement should be clearly titled income statement, balance sheet, cash flow statement or funds required. Any applications which do not include all of these titled documents will be disqualified.
- Any other **supporting documentation** that Applicant wishes to include as part of the Business Plan.
- Any photos of **tangible samples of work** produced or will be produced under the business enterprise.



REQUIRED...OR BE DISQUALIFIED

Your business **MUST** fall within the following categories:

- **Marketing** (creative services, graphic designs, advertising, public relations, printing services, Web design)
- **Sales** (retail, merchandising, inventory control)
- **Corporate Services** (Human Resources, security, facility maintenance, legal services)
- **Brewery Operations** (transportation, waste management, packaging materials, laboratory supplies, brewing materials)
- **IT** (technology, computer software, applications)



FORMAT AND SUBMISSION

YOUR BUSINESS PLAN

- The Business Plan text shall be **NO LESS** than 15 pages, and **NO MORE** than 30 pages, in length (typed with **NO SMALLER** than 12-point type, and double-spaced with **AT LEAST** one-inch top, bottom and side margins).



FORMAT AND SUBMISSION

YOUR FINANCIAL DATA

- Financial data **NOT EXCEEDING** 15 pages shall be **INCLUDED AS AN APPENDIX** to the Business Plan.
- Data **MUST** be clearly titled using the following titles: income statement, balance sheet, cash flow statement or funds required



FORMAT AND SUBMISSION

SUBMITTING YOUR ENTRY

- The Business Plan shall be submitted **ELECTRONICALLY** **ONLY** via **www.MillerCoorsMUES.com**.
- **NO** paper, spiral, velo or similarly bound (report covers, fastening folders, ring binders, paper clips and staples) will be accepted.

NOTE: When registering, please use legal name as it appears on your current driver's license or state ID.



FORMAT AND SUBMISSION

DEADLINE FOR SUBMISSION AND RECEIPT

- Your Application MUST be submitted to AND received by Flowers Communications Group, via the www.MillerCoorsMUES.com Web site NO LATER than 12:00 p.m. Noon (CST) on Monday, October 3, 2011.



RULES & REGULATIONS

AND ANY ADDITIONAL QUESTIONS

- For official rules & regulations, including the webinars and ALL of the information and tools you will need to get started, develop and submit your application and business plan, visit www.MillerCoorsMUES.com, *the* online resource for urban entrepreneurs.
- Send any questions or comments to dgarcia@flowerscomm.com.



“Good plans shape good decisions. That's why good planning helps to make elusive dreams come true.”

- Lester Robert Bittel (b. 1918), writer and professional management expert