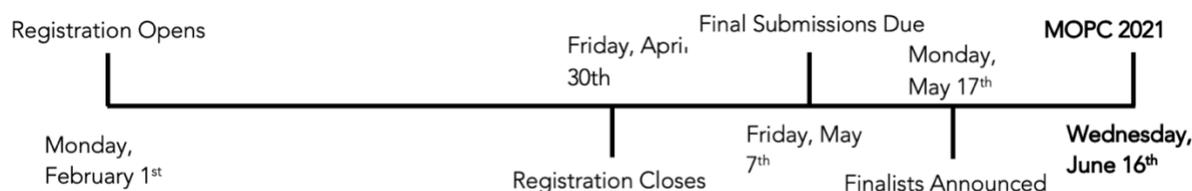




## **Monaco Ocean Protection Challenge 2021 Submission Guide**

**Registration Closes: Friday, April 30<sup>th</sup>**

**Submissions Due: Friday, May 7<sup>th</sup> 11:59PM (UTC +1)**



### **Project Guidelines**

- Projects must demonstrate a measurable and significant impact on the Ocean
- The business concept may be a new business model/process, or an innovative product or service that can be purchased and implemented by an existing company (corporate innovation)
- The business concept may be a new business model that can be implemented by a new company (a startup), and therefore will require a business plan
- The business concept may be a communication strategy or plan that can be implemented by a company or organization.

### **Step 1: Build a Business Plan**

Your business plan must include each of the following points:

1. Cover Page- Introduces the team and the project.

- 2. Index- Organizes different parts of your project.
- 3. Executive Summary- Short summary of your business plan.
- 4. Opportunities- The problem your product, service, or process is looking to solve, as well as your solution.
- 5. Market Analysis Summary- Potential Clients/Users, Competition, and any other variables that affect your target market.
- 6. Execution- Development Plan, Timelines, Required Resources, and any other variables in the “doing” part of your business plan.
- 7. Financial Plan- Startup expenses and capitalization

### A more detailed description of each point:

1. Cover Page- Page introducing the team and the project
2. Index- an Index of contents within the plan
3. Executive Summary- A short (usually no more than a page) summary of what is detailed within your business plan. Summarize the problem you’re solving for your clients, the target market, the founding team, and financial forecast highlights. Keep it as concise as possible.
4. Opportunity- The problem that your product, service, or process is looking to solve, and your solution.
5. Market Analysis Summary- Potential Clients/ Users, competition, and any other variables that affect your target market. Define your target market, and define their needs, where they are, how to reach them, and how to deliver your product to them.
6. Execution- Development Plan, Timelines, Required Resources, and any other variables in the “doing” part. This is where you’ll outline the marketing plan and sales plan, as well as other logistical information pertaining to the running of the business. This should also cover the technology you plan to use, your business location and any facilities pertaining to it, special equipment you may need, and a roadmap for getting the business off the ground.
7. Financial Plan- Startup expenses and Capitalization: a description of what it will cost to launch the business and where you plan to acquire funding, plus a 12-month profit and loss projection along with a 3-year profit and loss projection, a 12 month cash-flow projection and a 3 year cash-flow projection, a projected balance sheet at start-up and as well as at the end of years 1-3, and a break-even calculation.

## Step 2: Finalize and Submit Required Documents

## The 3 documents required for submission are:

**Business Plan**- The finalized business plan for each team

**Video**- a 1-minute video presenting your business concept and plan

**Development Milestones**- a timeline of milestones in your project's development

**When completed, please send all documents to:**

[info@monaco-opc.com](mailto:info@monaco-opc.com)