

McKinsey's entrepreneurship competition 2010.

Win exciting prizes for the best business plan

- The three best business plans will be selected for the finals and the three groups will have the opportunity to present their business plan in plenum and in front of a judging panel.
- The panel will subsequently appoint 1st, 2nd and 3rd place
- Prizes (1 per team) are:
 1. 1st place: iPad 16 GB
 2. 2nd place: iPod nano 16 GB
 3. 3rd place: iTunes gift card
- The finals and the prize award will be held on Monday, November 22, 2010 from 01:00 to 03:00 pm.

Review criteria for the business plan

- Originality of the business concept (product, market, financials, etc.).
- The group's ability to write a short and crisp 'executive summary'.
- The group's ability to present in plenum – think of the judges as potential investors, why should they invest in your idea?

Confidentiality

- McKinsey & Company will treat the business plan as strictly confidential.
- The group can furthermore choose to sanitize any details in the business plan, when presenting in plenum.

How to participate

- Deadline for submitting an 'executive summary' of the business plan to McKinsey's entrepreneurship competition is *Monday, November 16, 2010 at noon.*

There is a maximum of four pages for the summary of the business plan and it should cover the most important elements of your business plan

Please send your summary to Henrik_Jorck_Nielsen@mckinsey.com.

We look forward to your reading and evaluating great business plans.

McKinsey&Company