



## Technology Business Plan Category

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To register visit <http://imagine.thespoke.net> Registration opens October 7<sup>th</sup> 2004

If chosen the winners will be flown to Japan, Yokohama for the award ceremony.

### Worldwide Finals Prize Amounts

- First Place \$8,000 USD
- Second Place \$4,000 USD
- Third Place \$3,000 USD

Business fundamentals and smart market analysis take good ideas and create compelling, sustainable business models around them. This invitation is designed to reward the next great business ideas that use technology to bridge the digital divide.

### General Guidelines

- Teams of up to 4 individuals
- Topic: Technology bridges the digital divide
- First round consists of project executive summary
- Up to 30 teams move on to second round
- In the second round, teams present a full plan for consideration
- Winning team advances to the Imagine Cup awards ceremony in Japan

### Deliverables

- Round 1 Executive summary
- Round 2 Business plan, phone interview

### Required Elements

- Round 1: Executive summary up to 5 pages in length, in English
- Round 2: Business plan, up to 20 pages in length including all diagrams and appendices. Phone presentation (15 min presentation, 15 min Q&A).

## Judging Elements

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### Round 1: Qualifying piece

- 50% Potential social impact
- 30% Market analysis
- 20% Implementation plan

### Round 2: Business plan

- 30% Potential social impact
- 30% Market analysis
- 20% Implementation plan
- 20% Oral presentation

JAPAN 05  
imagine X cup

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