



new york
business plan
competition

NYBPC: NEW YORK BUSINESS PLAN COMPETITION

The NYBPC is the annual competition featuring the best teams from every region of New York since 2010. Each year, student teams compete for prize money and recognition across tracks including:

- » energy & environment
- » medtech & well-being
- » military & first responder
- » technology & entertainment
- » food & agricultural technology

The NYBPC provides opportunities for students enrolled in colleges and universities across New York to gain entrepreneurial skills and compete on their ingenuity, first on campus, then in the region, and for top teams, the statewide finals.

Since 2010, over \$150M+ economic impact including follow-on funding for 100+ startups

Hundreds of innovative solutions, including patented technologies

POWERED BY



SUPPORTED BY



THE FUTURE STARTS HERE.

CULTIVATING ENTREPRENEURSHIP AND
COMMERCIALIZING INNOVATION SINCE 2010.



EMERGING TECH
Gain access to emerging technologies and early-stage investment opportunities.



TALENT
Leverage opportunities to recruit emerging talent.



VOLUNTEER
Find meaningful experiences to give back to your community by sharing business knowledge with people who need it.

2020 IMPACT

MENTORSHIP AT FINALS
2020 online activity. High value-add for all participants at finals, both in-person and online.

GRAND PRIZE WINNER
RapStudy - edtech startup for K-12 students to learn through their favorite popular music. Founded at Cornell University.

COMPETITION
Over 500 competitors on 200+ teams from 60+ colleges & universities annually. Between 40-50% MWBE student participation every year.

EDUCATION
A series of monthly workshops developed for NYBPC students and the entrepreneurship community at large to get the valuable information they need to launch and grow.

Over \$30k in prize money and post-program mentorship for winning teams.

NEW FOR 2021

MONTHLY ONLINE MENTORSHIP & WORKSHOPS

Open to all entrepreneurs and advisors. Laddered educational content to prepare for the competition while doing business planning.

SPECIAL PRIZES

Named prizes available to sponsors, \$10k and up.

2020-21 SPONSORSHIP

Tracks: Climate Tech & Sustainability, Medtech & Well-Being, Military & First Responder, Technology & Entertainment, Food & Agricultural Technology.

	Presenting 1 available	Grand Prize 1 available	Track 6 available	Anchor	Special Prizes
Naming rights for the year (select the name to follow "NYBPC presented by...")	✓				
Grand prize named award (select the name and \$25,000, 50% of the sponsorship, goes to winning team based on milestones)		✓			
Industry track named awards for 1st, 2nd and 3rd place awards (one per track allowed)			✓		
Exclusive* headline-level billing through May 2021 (*by professional category)				✓	
One prize with naming rights (sponsor selects the name and 50% of the sponsorship goes to winning team)					✓
Press release quotes in pre and post-finals releases	✓	✓		✓	
Appoint one person to NYBPC Steering Committee	✓	✓	✓	✓	
Top recognition for program through May 2021 and at online finals	✓	✓			
Top advertising placement in online exposition	✓	✓		✓	
Advertising placement in online exposition at finals	✓	✓		✓	
PRICE	\$50,000	\$50,000	\$25,000	\$15,000	\$10,000

Sponsors at or above \$10,000 also receive stage time at online finals, an invitation to serve as a finals judge, a virtual exhibit booth with super-booth features for recruiting talent at finals (if desired), mentorship opportunities throughout the academic year, share giveaways in curated gift boxes sent to judges, name/logo inclusion in email blasts (at least 2x monthly through May 2021), video produced and shared across social media platforms pre and post event and multiple entrepreneur engagement opportunities – spot on the recruiting, screening committee, voting and coaching committee.

SUPPORTING SPONSORSHIPS AVAILABLE UNDER \$10,000

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NYBPC GIVES PEOPLE ACCESS.



ACCESS TO CAPITAL.
Teams are eligible to receive funding to help launch their new ventures. Historically, total funding has exceeded \$100,000 with strong sponsorship and philanthropic support.

ACCESS TO BUSINESS LEADERS.
For a decade, students have gained great value by making connections to advisors, industry professionals and investors. For the first time this year, monthly mentorship from business professionals will be offered every month. It is self-driven and democratically available.



ACCESS TO EDUCATION.
Everyone also gets free access to workshops. The content is curated, relevant to developing a new venture and will be delivered throughout the academic year for the first time in 2020-21.

ACCESS FOR EVERYONE.
Over 500 competitors on 200+ teams from 60+ colleges & universities annually. Between 40-50% MWBE student participation every year. From community colleges to ivy league schools, teams come from across the state to compete and win.

