

Requirements for semifinalist teams

Final business plan

Business plans should not exceed 20 pages and should be based solely on strategies defined in concept paper submitted. The plan should include:

- **Executive summary**
 - Teams provide an overview of the plan
 - Define the business value proposition
 - Describe goal
- **Description of your strategy**
 - Clearly describe the opportunity for geothermal exploration in your state or region
 - Describe the funding necessary for successful execution of the plan
- **Develop a marketing strategy**

Financial/market analysis – plan for making the business financially viable, including financial projections. Also provides an overview of state/regional business/industry/market competitors and relevant factors, such as:

 - Market definition
 - Market research and analysis
 - Competitive advantage for approach
- **Define difficulties and risks**
 - Strategy to anticipate and mitigate problems
 - Contingency plans
- **Budget description**
 - Define cost structure (cost incurred for executing business plan)
 - Key resources, key activities and key partnerships
 - Funding models
 - What are the startup costs?

Mandatory review meetings

Teams are required to participate in monthly review meetings and submit regular reports documenting their progress. The following review meetings will take place during the period of performance:

- Introduction and orientation teleconference: **April 26, 2013**
- Biweekly conference calls: **May 10, May 24 and June 7**

Geothermal business development plan

Semifinalists are required to electronically submit their final business plan deliverable to the program manager, [Desmond Stubbs](#), by **11:59 EST on June 14, 2013**.

Competition awards

The final three teams will receive travel, lodging, meals, and incidental expenses, and registration costs paid to attend a “pitch” session where they will be allowed to present their plans to a panel of judges.

Presentations can include, but are not limited to, PowerPoint, video, interactive website, etc. Teams should prepare a 20-minute presentation with an additional 10 minutes for questions.

The Department of Energy will recognize first, second and third place winners during the awards presentation.

Media release form

All team members will need to sign a photo release form.