



Σύλλογος Αποφοίτων Κολλεγίου Ανατόλια εν Αθήναις
Σωματείο μη κερδοσκοπικό ιδρυθέν εν Αθήναις το 1951

Anatolia College Alumni Business Plan Competition Official Rules and Guidelines

Summary:

The Anatolia College Alumni Business Plan Competition (the **Competition**) is organized by the Anatolia Alumni Association of Athens with the intent of leveraging the expertise and know-how of the Athens-based Alumni to the benefit of younger Anatolia College Alumni and their friends & associates around the world. The Competition aims to provide a platform for business ideas to be aired, challenged, and possibly refined. The best three ideas, to be selected by a panel of Athens Anatolia Alumni judges, will be presented to the investment management team of LCT Investments Ltd (hereinafter LCT) . LCT has led Mrs Alexia David investment team in the last four investments that she has made since 2011 three of which were in Greece. The better known investment in Greece is the minority stake in “KORRES S.A. - NATURAL PRODUCTS”.

Notwithstanding the aforementioned, it is clarified that LCT does not undertake any liability arising from or in connection with the Competition nor will be in any way obliged to fund, support or otherwise participate to any of the business ideas that will be presented to its investment management team.

Team Eligibility Criteria:

1. Teams consisting of not less than two and not more than five members, with at least one Anatolia College graduate.
2. Members can only participate in one team.
3. Teams are encouraged to seek advice and counsel from successful entrepreneurs, professionals, and experts, but must present only their own work product.

Requirements for the Business Idea

1. The objective of the Competition is to allow graduates pursuing an entrepreneurial career path, to develop and present a feasible and viable business concept with the aim of securing funding and receiving useful insight from successful entrepreneurs. As such, most ideas entered in the Competition will be ideas for new independent ventures in the seed, start-up or early growth stages. The following are excluded: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises and spinouts from existing corporations.
2. Ideas can be drawn from every business sector.



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3. Business ideas must be for profit, aiming at establishing a sustainable and viable business.

Other Requirements

1. All author(s) of the Executive Summary and/or Full Business Plan must agree and acknowledge that the work they are submitting is their original work. The author(s) will retain all rights to the Executive Summary and Full Business Plan regarding its use at all times prior to and following the Competition.
2. Non-Confidentiality: Some aspects of the Competition including but not limited to oral presentations and question/answer sessions, may be open to the public at large. Any and all of these sessions may be broadcast to interested persons through media, which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that could possibly enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged, or presented in these sessions. Due to the nature of the Competition, we are not able to ask judges, reviewers, staff or audience to agree to or sign non-disclosure statements. However, the Anatolia College Athens Alumni board will make every effort to limit distribution of Business Plans presented at the Competition. We cannot guarantee that other individuals will not obtain access to electronic or hard copies of the business plan. The Final Pitch presentations may be open to the public.
3. Copyrights & Permissions: If a team used copyrighted materials and/or images from a third-party in their presentation or business plan, they must obtain permission and authorization in advance from the owners to use this material.

Entering and Important 2013-14 Deadlines:

Stage 1

Submit Executive Summary by email to businessideas@saka-athens.gr by Monday 7/4/2014

Stage 2

Up to 20 Semi-Finalists Selected and Invited to Submit Full Business Plan

Stage 3

Submit Full Business Plan by email to businessideas@saka-athens.gr by Monday 26/5/2014.

Stage 4

Finalists Selected and Invited to Participate in Final Pitch

Stage 5

Final Pitches to panel of judges (possibly in front of audience). In Athens, during the last weekend of June.

Winners announced and prizes awarded (after the presentation)



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Stage 6

Presentations to LCT Investments Ltd in September 2014.

Executive Summary Guidelines:

Your Executive Summary should be submitted to businessideas@saka-athens.gr no later than 17:00 on 24/03/2014. Please submit one electronic copy (in PDF form). The electronic copy should be submitted to businessideas@saka-athens.gr and should be named according to the following format: ES_CompanyName.pdf

Up to 20 teams will be selected to compete as Semi-Finalists and submit Full Business Plans based on the quality of the Executive Summary. Teams will be notified of whether they are invited to advance in the competition by email.

Guidelines: Executive Summaries must be limited to 3 pages of text (typed, single-spaced, minimum 12 pitch font, and 1” margins on all sides). The Executive Summary should include information on:

1. Full names and contact information of team members, including specific reference to Anatolia College graduates
2. Introduction/entry summary
3. Customer/market analysis (market size and potential market share)
4. Product or service description
5. Value proposition/competitive differentiation.why is this a great idea
6. Stage of development of product, service and/or intellectual property.
7. Management team and/or advisors, including relevant experience
8. Financial highlights (such as projected revenue, expenses, margins, points at which the business is cash flow positive and/or cash breakeven)
9. How much investment you are seeking and use of funds

In your Executive Summary, we expect you to convey:

- 1) The problem or need your company solves (your value proposition)
- 2) For whom you are creating value (who is your key customer)
- 3) The size of the accessible market & evidence that customers will buy your product/service
- 4) Your differentiation vs. competition and how you will sustain that
- 5) The experience of your management team and/or advisory boards
- 6) The current state of development (e.g. beta, customers trials, etc.)
- 7) Timeframes to achieve significant revenue and/or cash flow positive



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8) The amount of funding you are seeking

Full Business Plan Guidelines

Up to 20 teams will be invited to submit Full Business Plans. Each invited team is required to submit their Full Business Plan no later than 17:00 on Monday 26/5/2014. Please submit one electronic copy (in PDF form with associated analysis in excel format). This should be submitted to businessideas@saka-athens.gr and should be named according to the following format: `FBP_CompanyName.pdf`. Any team that does not submit their Full Business Plan by this date will be disqualified.

Up to ten teams will be selected to compete as Finalists and compete in the Final Pitch based on the quality of the Full Business Plan. Teams will be notified of whether they are invited to advance to the Finals of the Competition by email.

General Guidelines: Written Business Plans are limited to 15 pages of text (typed, single-spaced, minimum 12 pitch font, and 1” margins on all sides) including the executive summary and summary financial data. Detailed spreadsheets and appropriate appendices should follow the text portion of the plan but should be limited to 10 pages. Plans with fewer than 10 pages of appendices may not use the remaining pages to increase the size of their business plan beyond 15 pages.

Contents of the Full Business Plan: Your business plan should include (maximum 15 pages):

- 1) Executive Summary
- 2) Product or service description (incl. current status of development – beta, prototype, etc.)
- 3) Customer (for whom you are creating value-Who is your most important customer?- What customer relationships you will establish?)
- 4) Market analysis (market size and potential market share)
- 5) Sales and Marketing Plan (how you will go-to-market)
- 6) Stage of development of product, service and/or intellectual property (e.g. patents, licenses, etc.)
- 7) Competitor Analysis (competitors and your competitive differentiation)
- 8) Management team and/or advisors, including relevant experience
- 9) Financial highlights (cash flow, income statement, & balance sheet)
- 10) Offering details (how much investment you are seeking, use of funding, possible exit strategies)
- 11) Key resources (what key resources are necessary in order to create your value proposition- what resources are necessary for the viability of your business)



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- 12) Key partners (what partners/suppliers are key to the implementation of your business plan- what resources you get from partners- what activities are implemented by partners)

Business Plan Financial Data: Financial data should include a cash flow statement, income statement, and balance sheet. This data should be included in a summarized fashion in the main section of the business plan. Include an explanation of the offering to investors indicating how much money is required, how it will be used, and possible exit strategies. Detailed financial data and tables should be included in the appendix. The team is not required to reveal the exact desired terms of the deal (i.e. proposed company valuation and percentage of company being offered). However, teams should expect to be asked about these terms and should be prepared to answer these questions in some fashion (if this information is not already provided in the written plan). It is up to the team to assess the BEST way to address this question.

Appendices: Should be included only when they support the findings, statements, and observations in the plan. You should NOT assume that judges will read all the material in the appendices. Therefore, the text portion of the plan (15 pages) must contain all pertinent information in a clear and concise manner. All appendices must fall within the 10-page limit; any pages over this limit will not be posted or otherwise provided to the judges.

Changes to Your Business Plan: Once your Full Business Plan is submitted on 26/5/2014 it will be provided for review by the judges. You cannot rewrite the original Business Plan, but IF YOUR TEAM IS SELECTED AS A FINALIST TO COMPETE IN THE FINAL PITCH, you can update the content of your Plan (including financial projections) by submitting an update summary document. The substance of anything new (i.e. not in the original Business Plan) that the authors intend to say during the final pitch must be included in this update summary document. The update summary document must not be more than 2 pages, must be emailed to businessideas@saka-athens.gr by 20/6/2014, and will be provided to the judges for the Final Pitch.

Oral Presentation Guidelines:

Ten teams will be invited to participate in the Final Pitch, which will be held during the last weekend of June.. The Final Pitch will be delivered to a panel of experienced Anatolia Alumni judges and may also be in front of a live audience at. The teams in the Final Pitch will have 15 minutes to present their idea, followed by a 15 minute question and answer session from the panel of judges. Teams can assume the judges have read their Full Business Plans. Once a team has finished its presentation, it may observe both



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the presentation and Q&A session of the teams that follow it. The order of presentation will be determined randomly.

Detailed scheduling for the Final Pitch will be provided to the teams later in the Competition. However, teams should submit an electronic copy of any materials they intend to use in their Final Pitch (such as PowerPoint file) to businessideas@saka-athens.gr by 20/6/2014. Teams are encouraged to arrive early to make sure the file is projecting correctly. Teams are NOT REQUIRED to use materials in the Final Pitch.

The three teams selected by the panel of judges will be afforded the opportunity to present to the investment management team of LCT Investments Ltd. Presentations to LCT will take place in September 2014, and the teams chosen are expected to use the time to hone their pitches to professional level.

Judges and Judging Criteria

The Judges are all Anatolia Alumni living in Athens, and have long experience in their respective business domains. They are:

Nikos Geleris, a Manager with 13 years of experience in the Consulting practice of PwC Greece. He graduated from Anatolia in 1990 and holds a BSc in Business Administration from the American College of Thessaloniki and an MBA from Lancaster University. Through his involvement in various projects, he has gained significant experience and project management skills in the areas of strategy formulation, business planning, corporate restructuring, costing analysis and performance management. Nikos has worked with the public sector (Ministries and major State Owned Enterprises), as well as private companies in the Energy, Postal, Pharmaceutical, Construction and other sectors.

Chris Kaskavelis graduated from Anatolia College in 1986. He was a scholarship student, a key (in his mind) member of the Basketball Varsity team and he lived in the Boys Boarding School. Upon graduation from Anatolia, he won a full scholarship for Brown University, the prestigious Ivy League School. He attended Brown and earned a Bachelor of Science in Electrical Engineering and a Bachelor of Arts in Business Economics. He continued his studies at Boston University where he eventually earned a Master's and a Ph.D. in Manufacturing Engineering, with emphasis in supply chain management systems and optimization science. Parallel to the Boston University studies, he started a consulting/software company working with some of the biggest multinationals in New England. He was also a founding member of a non-profit organization to bring Internet news about Greece, in Greek, in the early 1990s days of the



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Internet. In 2000 he returned to Greece and he founded Velti, a technology startup focused on the mobile market. In 2006 Velti became the first Greek technology company to enter the London Stock Exchange. After this point, Velti expanded globally and rapidly in USA, UK, India, China, Russia and the rest of the world, numbering more than 1,100 employees. In 2011 Velti became the first company started in Greece to enter the Nasdaq market. Velti is a world leading Mobile Marketing company, helping brands around the world to use mobile devices for marketing and advertising purposes. Chris has been the Chief Operating Officer and a Director of Velti for the last 13 years, until his recent departure in 2013. Chris cofounded also the Velti Center of Innovation, which invests in small startups in Greece and is a private early stage investor in alternative energy and social media startups. He currently serves on the board of Advent Energy Technologies an innovative company based in Connecticut, USA and Patras, Greece focusing on new materials and energy applications. He is also working on his next startup in the area of new media and technology, and his second fiction book.

Dimosthenis Arhodidis, Ph.D. has been a General Manager at Eurobank since July 2010 and a Member of the Management Committee since July 2013. He was appointed as Head of Group Private Banking in March 2008. He has been with Eurobank since the end of 2001. His previous position at the bank was Head of Global Markets Sales where he focused on all aspects of capital markets (origination, syndication, derivatives, structured products, etc.). He has worked for strategy consulting firm Monitor Company on various projects in the U.S.A., U.A.E. and Greece (1995-96). His banking career started in 1997 at Bankers Trust London where he structured and priced equity derivative products and covered Greek and Turkish institutional clients for all their needs in equity and fixed income derivative products and balance sheet trades. After the acquisition of Bankers Trust by Deutsche Bank (June 1999), he worked in the Structured Credit Derivatives Group at Deutsche Bank London.

Dimos received the Master of Arts and Ph.D. degrees in Business Economics (a combination of the Ph.D. in Economics and M.B.A. programs) from Harvard University and Harvard Business School on a full fellowship. His dissertation focused on strategic alliances and their financial effects on small partners. He graduated Summa Cum Laude from Hamilton College in 1991 where he concentrated on Economics and Mathematics and received honors in both fields leading to his admission to the Phi Beta Kappa (ΦBK) academic honor society. He also spent a year as a visiting student at the London School of Economics (1989-90) where he took courses in economics and mathematics.

Leda Karabela's career spans 25 years of experience in international management, public affairs, strategic marketing and corporate philanthropy, with a focus on building



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alliances with and among institutional stakeholders. The primary focus has been on external audiences, such as opinion leaders, media, customers, and donors. Today, she is bringing her executive experience into the field of leadership coaching, helping clients improve their performance, effectiveness and reach. She is a frequent guest speaker in conferences and you can catch her TEDx talk on The Happiness Advantage [here](http://thehf.org/ted-coaches.html). Coaching/mentoring startup companies is one of her passion points and ways of giving back to the communities in which she conducts business. She is also part of the coaching team at SupportTED program <http://thehf.org/ted-coaches.html> offering her support to the TED Fellows program designed to bring together young world-changers and trailblazers who have shown unusual accomplishment and exceptional courage. Having held responsibilities for global projects and working with virtual teams in multiple countries for Fortune 50 companies such as BP and Microsoft, she has also led the corporate relations program at the Stanford University Graduate School of Business raising over fifty million dollars during a major capital campaign. She holds an LL.B from Aristotelian University Law School in Greece, an M.S. from Boston University College of Communication and is a graduate of the Executive and Leadership Coaching Program at the University of Texas, School of Management in Dallas. She has lived in Boston, San Francisco, London and Dubai and currently splits her time between Greece and California.

Pascal Apostolides holds a BSc degree in Chemistry, a BA in Economic Geography and a post graduate degree in Pharmaceutical Chemistry from the University of Manitoba, Winnipeg, Canada. He also received a MSc in Environmental Chemistry from the University of Strathclyde, Glasgow, Scotland.

His long career in the pharma industry dates back in 1986 as Sales Representative in the Diagnostic Division Department of Abbott in Thessaloniki. In only two years' time he is appointed Project Manager in Athens and in 1990 he is promoted to the position of European Product Manager based in Germany. In 1996, he assumes the position of Marketing Director of Abbott Diagnostics Division in Germany, becoming the first non-German ever to hold the specific position. From 1997 up to January 2001, Pascal Apostolides joins Abbott International Division at Abbott Park in Chicago, as Commercial Director Europe.

In 2001 until the end of 2012 he held the position of General Manager of Abbott Laboratories (Hellas) and as of January 2013 after Abbott's separation in two individual companies Pascal Apostolides becomes the General Manager of AbbVie, an independent global biopharmaceutical which retains in its portfolio innovative medicines for serious and chronic diseases.



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He is alternate President of the Hellenic Association of Pharmaceutical Companies (SFEE) and Vice President of the BoD of SFEE. Member of the Executive Committee of the Pharmaceutical Research and Manufacturers of America (PhRMA) as well as President of the Pharma Committee of the Hellenic-American Chamber of Commerce (AmCham) and also Member of the BoD of AmCham.

The exact criteria will be set by the judges, but will include, at the very least:

- Idea
- Presentation
- Solution
- Positioning
- Potential
- Marketability
- Scalability
- Funding Potential
- Financial Potential
- Impact

Advisory

Teams will have access to advice and support from members of the Athens Anatolia Alumni Association as needed. This will be coordinated by the former president of the Association, Mr Fotopoulos.

Yiannis Fotopoulos '72 is currently the CEO of ASPROFOS Engineering, a subsidiary of the HELLENIC PETROLEUM Group, providing engineering consultancy services in oil refineries and natural gas projects. He has been active in the energy sector for over 3 decades through various managerial posts. He is holding an MSc in Mechanical Engineering and an MBA.

In the board of the Anatolia College Alumni Association in Athens he has served as Vice-president from 2009 to 2011 and as a President from 2011 to 2013.

Mr Fotopoulos can be reached by email at: jfotopoulos@asprofos.gr

Participation in the Competition shall mean the unconditional acceptance of the terms and conditions set out in these Official Rules and Guidelines.

The Anatolia Alumni Association of Athens may at any time request from the entrants clarifications and/or supplemental information on documents already submitted.



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The Anatolia Alumni Association of Athens reserves the right to amend the terms and timetable of the Competition without prior notice, without giving rise to any liability whatsoever on the part of the Association or third parties