

Club 600 Entrepreneurship Award

***IMPORTANT NOTICE:
BUSINESS PLANS THAT DO NOT MEET THE REQUIREMENTS SPECIFIED BELOW
WILL BE DISQUALIFIED AND WILL NOT BE INCLUDED IN THE CONTEST.***

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*No purchase, donation or payment of any kind is necessary to enter or win this contest.
Purchase, donation or payment will not improve chance of winning.*

The Club 600 Entrepreneurship Award (the “Contest”) is a business plan contest sponsored by Club 600 (“Sponsor”).

By entering, you (the “Entrant”) agree that you have read and accept in full these “Official Contest Rules,” and will abide by and be bound by all terms of these Official Contest Rules, and agree that the decisions of Sponsor and its appointed judges are final and binding in all respects.

This Contest is void where prohibited or restricted by law.

1. ELIGIBILITY

The Contest is for young French American entrepreneurs. All Entrants must be fluent French and English speakers under 35 years of age at the time they submit their application form at http://www.club600award.com/application_form-34.html . Entrants should be the owner/principal or substantially involved in the Business Plan creation and implementation. The proposed Business Plan must be in a pre-launch or start-up phase, for profit and created for the US market.

The following individuals are not eligible to enter, either directly or through association: board members, officers, and members of Sponsor; and their immediate family members and/or those living in the same household.

2. SUBMISSION INSTRUCTIONS

Entrants enter the Contest by submitting a Business Plan and following all instructions contained in these Official Contest Rules.

No purchase, donation or payment of any kind is necessary to enter or win the Contest. Purchase, donation or payment will not improve chance of winning.

The Contest begins March 1st 2010 at 12:01:00 AM (EST) and ends October 31st , 2010 at 11:59:59 PM (EST) (“Entry Period”). Business Plans submitted before or after the Entry Period are ineligible for participation and will not be accepted.

Limit one (1) Business Plan per Entrant.

Business Plans may only be submitted at info@club600award.com. Go to www.club600award.com and follow the registration process. You will be required to click where indicated to signify that you accept and agree to be bound by these Official Contest Rules. Business Plans submitted without acceptance of the Official Contest Rules are ineligible for participation and will not be accepted.

Sponsor is not responsible for malfunctions of electronic equipment, computer hardware, software, malfunctions of the Entrant's Internet or email provider, lost, late, incomplete entries or entries not received before the end of the Entry Period. Sponsor is not responsible for problems downloading forms or for any other technical problems. Sponsor reserves the right to modify, suspend or terminate the Contest in the event that of computer virus infection or other technical impairment and award the Grand Prize from among all eligible to-till-then-received entries or terminate the Contest without further notice. In the event of a dispute regarding the identity of the person submitting an online entry, the entry will be deemed to be submitted by the person whose name was entered into the name fields during registration. Normal Internet access and usage charges imposed by third parties may apply and are wholly the responsibility of the Entrant.

Each Entrant grants to Sponsor, its successors, licensees and assigns the irrevocable, nonexclusive right to use the submitted Business Plan and Entrant's name, likeness and statements regarding his/her participation in the Contest for promotion and other reasonable Sponsor purposes.

Business Plan submission does not grant the Sponsor any right to in any way implement or otherwise compete with Business Plan or any aspect of Business Plan by the Sponsor, its members, affiliates, successors, licensees, assigns or other related entities.

Receipt of Business Plans will not be acknowledged. Submitted Business Plans will not be returned. Proof of delivery or receipt of Business Plan will not be deemed by Sponsor as proof of entry.

3. BUSINESS PLAN REQUIREMENTS

Business Plan must be in fluent and professional English and specifically targeted to the United States market.

Entrant represents and warrants that the submitted Business Plan (a) is original; (b) was substantially created by the Entrant; (c) was legally created and does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party; (d) or previous or similar versions of the Business Plan have not won previous prizes, contests or awards; (e) or previous or similar versions of the Business Plan has not been published or previously distributed through any public media; (f) is not the basis of a previous or existing company located in the United States, and (g) is not an obvious, immaterial or mechanical progression or modification of an existing business or business plan.

Business Plan must be consistent with Sponsor's image and must not be defamatory, libelous, pornographic, obscene or otherwise inappropriate.

Business Plan must contain the following information using the following number of pages:

- *Executive Summary (1 page)*
 - Product / Services: Description
 - Market: Target Customers, Value Propositions, Major Competitors
 - Sales / Marketing: Distribution Channels, Test Customers, Revenue Projects
 - Action Plan: Key Milestones, Financial Needs
 - Opportunity / Risk
- *Product / Service (2 pages)*
 - Target end customers / Needs
 - Product Uniqueness / Customer Value
 - Competing Products
 - Stage of Product Development / Development Milestones
 - Product Positioning vs. Competition
 - Licenses / Patents
- *Entrepreneur Profile (1 page)*
 - Start up / Managerial Experience
 - Other members of the management team
 - Technical Skills / Abilities
 - Resume (attached)
 - Skills gaps
 - Copy of ID
- *Market / Competition (2 pages)*
 - Market size & Growth
 - Market Segmentation
 - Competition
 - Strengths / Weaknesses vs. Competition
 - Barriers to entry
- *Marketing and Sales (2 pages)*
 - Key Customer Segments / Buying Factors
 - Sales Volume Targeted
 - Pricing Strategy
 - Distribution Channel / Selling Process
 - Reference Customer
 - Customer Acquisition Cost: Advertising / Communication Plan
 - Source of Revenue
- *Implementation Plan (2-3 pages)*
 - Key Development Milestones / Timing
 - List of short term investments
 - Rough cash flow forecast (2 years)
 - Rough P & L statement (2 years and on-going)

4. RIGHT TO DISQUALIFY

Sponsor reserves the right, in its sole and unfettered discretion, to disqualify and remove at any time during or after the Contest any Business Plan that actually or potentially infringes on any third party's rights, including, but not limited to, any third party's copyrights and all other intellectual property rights or otherwise does not meet any other requirement in these Official Contest Rules.

Sponsor reserves the right, in its sole and unfettered discretion, to disqualify any Entrant deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Contest or any other Sponsor purpose or activity; (b) violating the Official Contest Rules; (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or (d) associated or connected with any individual having done the above.

Sponsor reserves the right to demand assurances from Entrant that Entrant has complied, is complying, and will comply with these Official Contest Rules, including Entrant's representations and warranties regarding its Business Plan. Sponsor reserves the right to require, as a condition of awarding the Grand Prize, the Grand Prize winner and associated winners to submit to a confidential background check to help ensure that the use of any such person in publicity or promotion of the Contest will not bring the Sponsor or Contest into public disrepute, contempt, scandal, ridicule or reflect unfavorably on the Sponsor or Contest.

Business Plans not containing the required information, longer than the stated limit, or not submitted in the required format will be disqualified. Any attempted form of entry other than described herein is void.

5. SELECTION

Business Plans will be judged by representatives of the Sponsor based on the following criteria: Clarity, Fact Based, Presentation, Entrepreneur Background, Project Feasibility / Success.

In the event that the Grand Prize winner is disqualified, the Business Plan with the next highest score will substitute, subject to the same verification and review process. Sponsor in its sole and unfettered judgment reserves the right to cancel the Contest and not award a Grand Prize, or to reduce or alter the Grand Prize awarded.

The judges will be selected by Sponsor in its sole discretion. By entering, Entrant agrees that the decisions of the judges are final and binding on all matters relating to the Contest.

6. GRAND PRIZE

One (1) Grand Prize will be awarded. The Grand Prize will comprise:

- i) \$10,000 (Ten thousand dollars by check)
- ii) A one-year Coaching/Consulting package valued at \$100,000 (one hundred thousand dollars) from a dedicated Club 600 Project Team in strategy, legal, accounting and finance lead by a Coach with relevant business/industry experience
- iii) A one-year Club 600 guest membership invitation to Club 600's Professional Network and the opportunity to join Club 600 upon successful project completion and Membership Committee approval. Project completion success will be determined by the Sponsor in its sole discretion. The Grand Prize consists of only the items specifically listed as part of the prize, and Entrant has no claim to any cash equivalent.
- iv) One year dedicated work space located in New York City.

Coaching/Consulting package and Club 600 guest membership will be awarded over the course of a year. During this year, Grand Prize winner agrees to use all funds and services from Club 600 in the exclusive implementation of the winning Business Plan, as may be modified in consultation with Club 600. Grand Prize winner will be required to enter into an agreement with Club 600 agreeing to diligently and competently implement the winning Business Plan. The Grand Prize winner acknowledges that the ongoing receipt of the Grand Prize is conditional on diligent and competent implementation of the winning Business Plan. Sponsor reserves the right to suspend, cancel and/or seek reimbursement of funds and services already provided for Grand Prize winner's failure to comply with these Official Contest Rules.

Grand Prize winner will be notified on or around November 2009. Grand Prize winner status must be kept confidential until his or her status as Grand Prize winner is publicly revealed by Sponsor.

Grand Prize may be revoked at any time, and Entrant liable for funds and services already provided, if the winning Business Plan, or substantially the same Business Plan, receives a prize from any other contest, if submitted by the Entrant either directly or through a third party.

If the Grand Prize (or portion thereof) cannot be awarded due to circumstances beyond control of the Sponsor, a substitute prize of comparable value will be awarded at the discretion of the Sponsor. Sponsor shall not be liable to Grand Prize winner or to any other person for failure to supply the prize or any part thereof, by reason of any acts of God; any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid); equipment failure; terrorist acts; earthquake; war; fire; flood; explosion; unusually severe weather; hurricane; embargo; labor dispute or strike (whether legal or illegal); labor or material shortage; transportation interruption of any kind; work slow-down; civil disturbance; insurrection; riot; or any other cause beyond Sponsor's control.

The Grand Prize winner may be required to agree to indemnify and hold Sponsor and Sponsor's Affiliates harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Sponsor and Sponsor's Affiliates due to or arising out of his or her Business Plan, or the Grand Prize winner's conduct in creating a Business Plan or otherwise in connection with this Contest, including but not limited to claims for trademark infringement, copyright infringement; violation of an individual's right of publicity or right of privacy; or defamation. The Grand Prize winner may be required to agree to release Sponsor from any and all claims that any promotion by Sponsor in connection with the Contest infringes Entrants' publicity rights. The Grand Prize winner may also be required to sign additional documents, as deemed necessary by Sponsor in its sole discretion. All required documents must be completed within 15 days of date notice was sent or Grand Prize winner status may be forfeited and an alternate Grand Prize winner may be selected.

If unforeseen modification or termination of this Contest occurs, Sponsor may, at its discretion, select Grand Prize winner from among all eligible, non-suspect Business Plans then received.

All federal, state and local taxes on the prize are the sole responsibility of the prize winner.

7. LIABILITY

The Sponsor and its affiliates, officers, directors, agents, members, partners, employees and associated entities (collectively, the "Releasees") are not responsible for any failures or errors in offering or running the Contest, including incorrect, late, lost, or inaccurate Business Plans; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online or e-mail systems, computer equipment, servers, providers, or software, including any injury or damage to Entrant's or any other person's computer relating to or resulting from participation in this Contest; inability to access the Contest's website or any pages thereof; theft, tampering, destruction, loss of, unauthorized access to, or alteration of Business Plans; data processing that is processed late or incorrectly or is incomplete or lost due to telephone, computer, or electronic malfunction or traffic congestion on telephone lines or the Internet or any Web site; or for any other errors or problems of any kind relating to or in connection with the Contest, whether computer, network, technical, printing, typographical, human, or otherwise or any combination thereof, including, without limitation, any errors or problems that may occur in connection with the administration of the Contest, the processing or judging of entries, or the announcement of the prizes, these Official Contest Rules, or in any other Contest-related materials; and any typographical error in the printing of these Official Contest Rules, administration of the Contest or in the announcement of the Contest Grand Prize winner.

Releasees shall not be liable for personal injuries, death, damages, expenses, costs or losses of any kind resulting from participation or inability to participate in this Contest or acceptance of or use or inability to use, or Sponsor denial pursuant to these Official Contest Rules of, the Grand Prize or parts thereof including, without limitation, claims, suits, injuries, losses and damages related to personal injuries, death, damage to or destruction of property,

rights of publicity or privacy, defamation or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

Entrant agrees to indemnify and hold Sponsor and Sponsor's Affiliates harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Sponsor and Sponsor's Affiliates due to or arising out of his or her Business Plan, or the Entrant's conduct in creating a Business Plan or otherwise in connection with this Contest, including but not limited to claims for trademark infringement, copyright infringement; violation of an individuals right of publicity or right of privacy; or defamation.

8. DISPUTES

Any dispute regarding these official contest rules shall be governed by and construed in accordance with the laws of the state of New York without reference to principles of choice of laws thereof or of any other jurisdiction. Entrant agrees to bring any dispute in any court of competent jurisdiction located in New York City and agrees to the dismissal of any action brought in any other court.

Entrant waives the right to file, participate in, or be a member of any class action lawsuit, representative action, or class arbitration. By entering this contest, Entrant waives any right with respect to injunctive relief, any other equitable relief, and punitive, special, or consequential damages, including lost profits, with respect to any controversy, claim, or dispute arising from or related to this contest.

9. GENERAL RULES

Any attempt by an entrant or any other individual to deliberately undermine the legitimate operation of the contest is a violation of criminal and civil laws and should such an attempt be made, the sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law.

If for any reason this Contest is not capable of running as planned or if tampering, unauthorized intervention, actions by Entrants, fraud, technical failures, or any other causes, in Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, in its sole discretion, to disqualify any individual (and void his or her Business Plan) implicated in such action and/or to modify or terminate the Contest, as Sponsor deems appropriate.

All federal, state and local laws and regulations apply. Void where prohibited by law.