



# 2020 Bay Area Conference & Exhibition Competitions Overview

The following competitions are open to all firms participating in the 2020 Bay Area Conference & Exhibition (BACE). Guidelines and rubrics are available on the Hub under the Competition & Rubric link unless the competition is unique to \*Bay Area. If it is unique, description and rubrics are attached here. Please pay close attention to submission period, deadlines, and the document format that entries must be submitted in. If the correct format is not followed, submissions will not be judged. Once your firm has uploaded their competition submissions, you will receive an email confirming receipt of submissions.

**To find Rubrics for all VE competitions:  
Go to Hub / Curriculum / Competitions & Events / Competition Rubrics**

## Submission-Based Competitions

- \*Bay Area Micro Capital Challenge
- Company Branding
- Employee Handbook
- Video Commercial
- Finance: Statements & Highlights  
(see [Live Competition/Finance Rubric](#) for details – limited to first 48 to register)

**\*NOTE:** Rubric attached for unique to Bay Area Competitions; all others are on the hub.

## How to Submit

- Go to **Hub / Competitions** / Click SIGN IN and CONTINUE WITH YOUR VE ACCOUNT
- Paste competition link into the browser address bar:  
<https://competitions.veinternational.org/event/2020-bay-area-conference-exhibition>
- Scroll to desired competition
  - Click DETAILS for allowable file types, etc.
  - Click SUBMIT ENTRY to upload your file
- CONFIRM your submission by clicking VIEW ENTRY to ensure proper upload

## Live Competitions

- \*Bay Area Micro Capital Challenge Finals
- Elevator Pitch (Live)
- Finance: Oral Presentation  
(*Limited to first 48 to register* – requires participation in Submission-based Finance: Statements & Highlights)
- Human Resources (*Limited to first 48 to register*)
- Marketing (*Limited to first 48 to register*)
- \*WOW Factor

## How to Register for Live Competitions

Go to: **Hub / Marketplace Tools / Firm Admin / Trade Show Registration**

- **Online Submission Deadline:** Friday, February 14, 2020 5:00 PM PT
- **Live Competitions Registration Deadline:** Friday, February 14, 2020 5:00 PM PT
- **Contact for Questions:** Lisa Parker, [lparker@veinternational.org](mailto:lparker@veinternational.org), 661-221-1316
- Bay Area Conference & Exhibition (BACE) • Oakland, CA • March 14-15, 2020
  - Competition Information • [veinternational.org](http://veinternational.org) • [#veinternational](https://twitter.com/veinternational) •



## Tips and Guidelines for Competition Success

### IMPORTANT REMINDERS:

- All companies will be entered into their requested competitions as space allows. If there is no more room in a competition, a company will be put on a waitlist for that specific competition and notified. Please send email to Lisa Parker [lparker@veinternational.org](mailto:lparker@veinternational.org) if your team cancels at any time for any live competitions so that the teams waiting on the waitlist can be notified.
- Upon arrival at the Bay Area Conference and Exhibition, **each company must reconfirm CHECK IN for participation in all their competitions for Saturday March 15th.** This will be done at the registration table on the 2<sup>nd</sup> floor of the Oakland City Center Marriott. Failure to reconfirm participation may cause your company to be disqualified.
- All participants will be in the holding room until called into competition room. You may not enter a presentation room once the doors are closed. Once presentation is over, the team may leave the area. All team members, coaches, teachers, etc will not be allowed in holding room with participants (there is not enough room) they may wait for the participant in the hotel reception areas.
- Professional attire required (*company uniforms permissible*).
- Designate a lead speaker during your presentation (*helps in fielding questions and helps for presenters not to talk over each other*).
- All work submitted must be student-produced work.
- Please use your cell phone in places other than the competition room. Turn all cell phones off.
- No Gum.
- Spectators must maintain neutrality during others' presentations and guests are welcome if space is available in the seating areas.
- Select different students for each of the live competitions. Individual students should not be asked to participate in multiple competitions as it may complicate scheduling procedures. The schedule is created in advance and cannot be changed at last the minute.



# MICRO CAPITAL CHALLENGE OVERVIEW

## Written Submission-Based Competition

One of the biggest challenges facing VEs is funding field trips and events. This competition asks you to find a solution to that challenge. The Micro Capital Challenge requires you to write a startup business plan for a real business. If you currently have a real business, write a strategic plan that will assess the current organization and adjust or expand the current direction to grow your business. The goal of your plan should be to provide ongoing REAL revenue for your program. Business Plans for your VE firm will be disqualified. EXAMPLES OF REAL STUDENT-RUN BUSINESSES earning REAL money: Graphic services, catering, computer software lessons or tech support for senior citizens, website creation and maintenance for small businesses in town, school supplies or spirit wear, alumni apparel, flowers, e-waste recycling, tax preparation, etc.

### Submission Criteria

This is a two-part Micro Capital Challenge (MCC) competition.

**Part 1:** teams will submit a brief Business Plan online between February 1<sup>st</sup> – 14<sup>th</sup>, 2020 to be judged.

**Part 2:** the top teams will be notified by March 7, 2020 and invited to the MCC Finals to present on March 14, 2020.

### Business Plan submissions should include the following elements

- Cover page with your **REAL** business name and logo, and also your **Virtual Business** name somewhere on the page.
- Table of Contents
- Mission, Goals and Objectives
- Description of the Business
- Marketing Plan
- Financial Plan
- Appendix

### Career Readiness Framework Alignment

#### Leadership:

- Demonstrates Intrapreneurship
- Coaches others and manages conflict
- Motivates others to act
- Demonstrates well-rounded perspective and unique style

#### Professional:

- Demonstrates professionalism
- Collaborates with others
- Demonstrates effective project management
- Solves problems creatively

#### Functional:

- Demonstrates industry/function-specific skills
- Conducts research and analysis
- Understands general business dynamics

### Judging Criteria

Each section will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

<b>Section 1</b>	<ul style="list-style-type: none"> <li>• Cover page with your REAL business name and logo, logo should follow the branding image for your company, and also your Virtual Business name <b>MUST</b> be somewhere on the page.</li> <li>• Table of Contents</li> </ul>
<b>Section 2</b>	<ul style="list-style-type: none"> <li>• Mission, Goals and Objectives</li> <li>• Description of the Business (<i>industry, legal description, location, key personnel, operations</i>)</li> </ul>
<b>Section 3</b>	<ul style="list-style-type: none"> <li>• Marketing Plan (<i>target market, demographics and psycho graphics, 4 Ps, competitor analysis, promotion and budget</i>)</li> </ul>
<b>Section 4</b>	<ul style="list-style-type: none"> <li>• Financial Plan (<i>operating costs, COG, projected sales, budget, projected PL statement</i>)</li> </ul>
<b>Section 5</b>	<ul style="list-style-type: none"> <li>• Appendix (<i>SWOT, pictures, charts including organization chart</i>)</li> </ul>

### Rubric - Standards

<b>5 stars – Well Above Standards</b>	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<b>4 stars – Above</b>	Well executed: content and/or strategies are evident and well researched and/or developed.
<b>3 stars – Meets</b>	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 stars – Below</b>	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 star – Well Below</b>	Major flaws or section missing.

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# MICRO CAPITAL CHALLENGE OVERVIEW PART 2

## Live Presentation Finals

After the written plans have been scored, the top plans will qualify for the FINALS Live Presentation on Saturday, March 14, 2020, at BACE and will be notified via email at least one week before the Conference. Finalists will present their Micro Capital business plan to a business panel. Other teams are invited to observe these finals.

### Guidelines

- Finalists will prepare a PowerPoint or other similar visual presentation of their Strategic Business Plan.
- Finalists will then give an oral presentation lasting no more than 12 minutes to the business panel. There is no minimum or maximum number of presenters.
- Judges will have 3-5 minutes to ask questions of the team.
- Please bring 2 copies of your written business plan to give to the judges. You may also give judges your business card. However, no other items may be given to the judges. You may show a sample of your product, but you may not pass out any samples to judges.
- Teams will be scored on their oral and visual presentation as well as their written business plan. However, no changes can be made to the written plan that was submitted online except to update any sales figures.

### Career Readiness Framework Alignment

#### Leadership:

- Demonstrates Intrapreneurship
- Coaches others and manages conflict
- Motivates others to act
- Demonstrates well-rounded perspective and unique style

#### Professional:

- Demonstrates professionalism
- Communicates effectively
- Demonstrates effective project management
- Solves problems creatively

#### Functional:

- Demonstrates industry/function-specific skills

#### Core Technology Skills:

- MS PowerPoint

### Judging Criteria

Each element will be rated from 1 to 5 points. A score of five is outstanding and a score of one needs significant improvement.

<b>Knowledge</b>	Presenters have clear knowledge of content. Section 1-5 from Judging Criteria on Written Rubric	<b>1 to 5 points</b>
<b>Q &amp; A</b>	Presenters clearly respond to questions, answers are complete and pertinent to the question.	<b>1 to 5 points</b>
<b>Participation</b>	Professional delivery, and all members actively participated	<b>1 to 5 points</b>

### Rubric

<b>5 points</b> Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<b>4 points</b> Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
<b>3 points</b> Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 points</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 point</b> Well below standards	Major flaws or section missing.

### Quality of Presentation

<b>Organization</b>	Presentation content is organized in a logical way.	<b>0 or 1 point</b>	<b>Total of 0 to 5 points</b>
<b>Delivery</b>	Presenter(s) speak clearly, articulately, with appropriate voice projection and eye contact.	<b>0 or 1 point</b>	
<b>Appearance</b>	Presenter(s) are dressed professionally and display appropriate body language.	<b>0 or 1 point</b>	
<b>Composure</b>	Presenter(s) are poised and display confidence.	<b>0 or 1 point</b>	
<b>Efficacy</b>	Presentation is engaging and effective.	<b>0 or 1 point</b>	



# MICRO CAPITAL CHALLENGE SCORECARD

**Student Names (If Applicable):** \_\_\_\_\_

**School Name:** \_\_\_\_\_

**Firm Name:** \_\_\_\_\_

**Rubric**

<b>5 points</b> Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<b>4 points</b> Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
<b>3 points</b> Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 points</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 point</b> Well below standards	Major flaws or section missing.

**Scoring Elements**

<b>Knowledge</b> Presenters have clear knowledge of content. Section 1-5 from Judging Criteria on Written Submission Rubric from Micro Challenge Part 1	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Q &amp; A</b> Presenters clearly respond to questions, answers are complete and pertinent to the question.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Participation</b> Professional delivery, and all members actively participated.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Quality of Presentation</b>					
<b>Organization:</b> Presentation content is organized in a logical way.	<b>0</b>		<b>1</b>		
<b>Delivery:</b> Presenter(s) speak clearly, articulately, with appropriate voice projection and eye contact.	<b>0</b>		<b>1</b>		
<b>Appearance:</b> Presenter(s) are dressed professionally and display appropriate body language.	<b>0</b>		<b>1</b>		
<b>Composure:</b> Presentation is engaging and effective.	<b>0</b>		<b>1</b>		
<b>Efficacy:</b> Presentation is engaging and effective.	<b>0</b>		<b>1</b>		
<b>TOTAL</b>					

**Comments:**



## WOW FACTOR OVERVIEW

In today's market, being able to stand out from your competition for the consumer's attention is a must. Sometimes you can have the most amazing idea, product or service, but it gets overlooked or passed by. The "WOW" Factor will be judged on the tradeshow floor during the opening ceremony, before trading begins. In the 1<sup>st</sup> round, each booth will be judged and ranked according to the "WOW" factor rubric. Judges will be looking for what is drawing them to the booth to get more information, paying attention to logo, product placement, business concept, audience appeal, etc. In the 2<sup>nd</sup> round of judging, salesmanship will be emphasized in the "WOW" Factor during the public trading hours.

### Guidelines

Booth should display/demonstrate/consider the following:

- Business Name, Logo and Concept
- Audience Appeal
- STANDOUT FEATURES:
  - o Unique product or service
  - o Uniform or company theme in attire
  - o Giveaways
  - o Activity or Interest with great salesmanship
  - o Logo and theme, color and decorations, branding consistency
  - o Booth design is unique and original

### Career Readiness Framework Alignment

#### Leadership:

- Coaches others and manages conflict
- Adapts in an ambiguous environment
- Demonstrates well-rounded perspective and unique style

#### Professional:

- Demonstrates professionalism
- Communicates effectively
- Develops relationships and networks effectively
- Solves problems creatively

#### Functional:

- Demonstrates industry/function-specific skills

### Judging Criteria

Each element will be rated from 1 to 5 points. A score of five is outstanding and a score of one need significant improvement.

<b>Business Name and Logo</b>	Is it easily identifiable and recognizable; does it stand out from the rest?	<b>1 to 5 points</b>
<b>Product Placement</b>	Does it have excellent product/service placement? Is it clear what is being sold?	<b>1 to 5 points</b>
<b>Business Concept</b>	Is the product or service fresh, new, exciting, or a new twist on something old?	<b>1 to 5 points</b>
<b>Audience Appeal</b>	Has the niche been identified and is it clearly desired by the target market? Does something draw the customer to the product or service?	<b>1 to 5 points</b>
<b>Salesmanship</b>	Do the employees qualify and approach the customers immediately? Do they use their sales materials throughout their sales? Do they close the deal with the sale and an invoice?	<b>1 to 5 points</b>
<b>Standout Features</b>	Branding is consistent throughout booth and materials. What features make this a WOW!?	<b>1 to 5 points</b>

### Rubric

<b>5 points</b> Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<b>4 points</b> Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
<b>3 points</b> Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 points</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 point</b> Well below standards	Major flaws or section missing.

### Quality of Salesmanship

<b>Organization</b>	Sales content is organized in a logical way.	<b>0 or 1 point</b>	<b>Total of 0 to 5 points</b>
<b>Delivery</b>	Salespeople speak clearly, articulately, with appropriate voice projection and eye contact.	<b>0 or 1 point</b>	
<b>Appearance</b>	Salespeople are dressed professionally and display appropriate body language.	<b>0 or 1 point</b>	
<b>Composure</b>	Salespeople are poised and display confidence.	<b>0 or 1 point</b>	
<b>Efficacy</b>	Sales Pitch is engaging and effective.	<b>0 or 1 point</b>	



# WOW FACTOR SCORECARD

School Name: \_\_\_\_\_

Firm Name: \_\_\_\_\_

### Rubric

<b>5 points</b> Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<b>4 points</b> Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
<b>3 points</b> Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<b>2 points</b> Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<b>1 point</b> Well below standards	Major flaws or section missing.

### Scoring Elements

	1	2	3	4	5
<b>Business Name and Logo</b> Is it easily identifiable and recognizable; does it stand out from the rest?	1	2	3	4	5
<b>Product Placement</b> Does it have excellent product/service placement? Is it clear what is being sold?	1	2	3	4	5
<b>Business Concept</b> Is the product or service fresh, new, exciting, or a new twist on something old?	1	2	3	4	5
<b>Audience Appeal</b> Has the niche been identified and is it clearly desired by the target market? Does something draw the customer to the product or service?	1	2	3	4	5
<b>Salesmanship</b> Do the employees qualify and approach the customers immediately? Do they use their sales materials throughout their sales? Do they close the deal with the sale and an invoice?	1	2	3	4	5
<b>Standout Features</b> Branding is consistent throughout booth and materials. What features make this a WOW!?	1	2	3	4	5
<b>Quality of Salesmanship</b>					
<b>Organization:</b> Presentation content is organized in a logical way.	0			1	
<b>Delivery:</b> Presenter(s) speak clearly, articulately, with appropriate voice projection and eye contact.	0			1	
<b>Appearance:</b> Presenter(s) are dressed professionally and display appropriate body language.	0			1	
<b>Composure:</b> Presentation is engaging and effective.	0			1	
<b>Efficacy:</b> Presentation is engaging and effective.	0			1	
<b>TOTAL</b>					

Comments: