

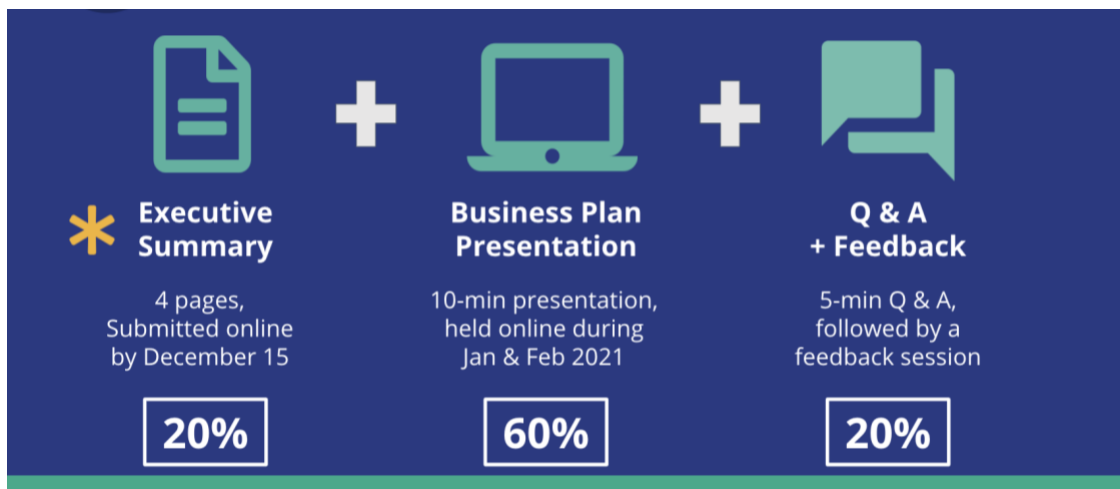
## 2020-2021 BUSINESS PLAN COMPETITION

### Description

The Business Plan Competition is a rigorous competition for high school students that challenges them to demonstrate their global business expertise through written business plans and oral presentations. The competition showcases best practices, rewards excellence, and trains high schools students to apply sophisticated knowledge and skills attributed to business professionals and college students.

### Details

- **Executive Summary:** Firms will prepare an Executive Summary that outlines where the company is, where they want to go, and highlight the strengths of the business. Written executive summary should be no longer than 4 pages in length.
- **Oral Business Plan Presentation:** A team of employees from the company will have 10 minutes to deliver an oral presentation addressing the company's business plan. Presenters may present the supplemental materials in the best way possible, including PDF presentations.
- **Q&A + Feedback:** The presentation will be followed by 5 minutes of Q&A and up to 10 minutes of feedback with the judges.



### Rubric

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



## EXECUTIVE SUMMARY RUBRIC

ELEMENT	JUDGING CRITERIA
<b>About the Business</b>	<p><i>How well does the company articulate the company's mission?</i></p> <ul style="list-style-type: none"> <li>• Share a brief company description or overview, that may include: firm's location, legal form of ownership, or organizational structure</li> <li>• Provide a clear company mission statement</li> </ul>
<b>Business Rationale</b>	<p><i>How well does the company address a creative solution to a current problem?</i></p> <ul style="list-style-type: none"> <li>• Provide an explanation of the problem or issue confronting your customers and include any relevant customer research</li> <li>• Describe how your product/service and pricing addresses and solves the problem you identified. Indicate <i>who</i> needs it and explain <i>why</i> they need it</li> <li>• Indicate short-term and long-term goals and objectives of your business. <i>Note: Short-term goals are within the current fiscal year (5/1/2020-4/30/2021) and long-term goals extend beyond the current fiscal year</i></li> </ul>
<b>Marketing Plan</b>	<p><i>How well does the company describe their target market and company risks?</i></p> <ul style="list-style-type: none"> <li>• Identify specific groups of consumers to which the firm directs its marketing efforts (Gen. Z, Millennials, etc.) and why they were targeted</li> <li>• Identify any risks that may keep the firm from achieving its goals or meeting projections, and explain how your firm would use your marketing strategy to address the risk(s)</li> </ul>
<b>Financial Highlights &amp; Projections</b>	<p><i>How well does the company explain relevant financial highlights and projections?</i></p> <ul style="list-style-type: none"> <li>• An overview of the company's financial performance, that may include: break-even highlights, projected sales figures, projected expenses, projected profit or loss, or relevant charts and graphs</li> </ul>
<b>Organization &amp; Design</b>	<p><i>How well does the company organize and design the executive summary?</i></p> <ul style="list-style-type: none"> <li>• Logical organization, well-designed and branded, free of errors, quality writing, effective use of charts, graphs or graphics, font is easy to read, legible.</li> </ul>



## ORAL BUSINESS PLAN PRESENTATION RUBRIC

### JUDGING CRITERIA

#### Opening

- Introduction: A compelling opening that attracts the viewers' attention and outlines the scope and purpose of the presentation. The opening should establish a tone for the presentation and generate significant interest from the viewers.

#### Business Rationale

- Customer Empathy: Provide the viewer with an explanation of how you originally targeted/researched your potential customers to arrive at your conclusion that this demographic would be your clientele.
- Problem Statement: Provide the viewer with an explanation of the problem, or issue, confronting your customers- explain the root cause(s) and associated emotions.
- Solution Statement: Describe how your product or service addresses the problem statement you identified and provide the solution to the problem.
- Company Goals and milestones: Indicate the anticipated goals and milestones of your business based upon the problem and solution you identified above. Identify strategies to achieve each goal and milestone.

#### About the Business

- Company Overview: Provide the viewer with a description of your company's primary business, industry, legal description, location, and brief history (if an existing company).
- Mission Statement: A brief statement that represents what your company stands for; narrow enough to give direction but not so vague that it could apply to any other organization.
- Organization: Organization chart to specify key positions and qualifications.
- SWOT Analysis: Determine the firm's internal weaknesses & strengths as well as the external opportunities & threats.

#### Marketing Plan

- Target Market & Market Segmentation:
  - Identify specific groups of consumers to which the firm directs its marketing efforts
  - Separate layers of the market according to some of the following: demographics, geography, psychographics, socio-economic factors **as deemed necessary to secure financial success for the firm**
- Marketing Mix:
  - Product / Price / Placement / Promotion / Positioning
- Competitive analysis: Identify and examine the characteristics of competing firms in the virtual marketplace. What differentiates your firm from its competitors?
- Discussion of Business Risks:
  - Identify the risks that may keep the firm from achieving its goals or meeting projections. **(FX fluctuations/liability/business interruption/credit/etc.)**
  - Provide strategies for dealing with the risks identified.

### Financials

- **Local/Regional competition:** Summary Profit and Loss Statement should reflect projections through **4/30/21** and actuals through **10/31/20**. Balance Sheet should reflect actuals as of **10/31/20**.
- **National competition:** Summary Profit and Loss Statement should reflect actuals as of **2/28/21** and projections through **4/30/21**. Balance Sheet should reflect actuals as of **2/28/21**.
- Maximum points for successfully identifying and communicating the financial information that is relevant insofar as it contributes to an understanding of the overall plan.
- May include statements, analysis or insights from the break-even analysis, summary profit and loss statement, and balance sheet.
- When preparing and presenting the financial statements, columns should be labeled as "actual" or "projected."

### Quality of Slideshow

- Logical organization, well-designed, understandable content
- Free of errors, good writing quality, effective use of bullets
- Appropriate and effective use of charts, graphs and graphics

### Quality of Oral Delivery

- Persuasive, engaging; articulate, correct grammar and pronunciation; avoids use of slang and fillers. **A conversational tone/approach should be incorporated rather than memorized/rehearsed presentations, or referring to note cards**
- Appropriate voice projection
- Personable, connects with audience, makes eye contact
- Professional attire and demeanor, appropriate body language
- Syncopation of slides and speaker
- No frivolous content, overused introductions, redundant information
- Poise and confidence of delivery

## QUESTIONS & ANSWERS RUBRIC

### JUDGING CRITERIA

Each presentation will be followed by 5 minutes of Q&A from judges, and meet the following criteria:

- Accuracy: relevant, truthful, confident, and accurate
- Quality: response is appropriate and answers the question (great response, but does it answer the question?)
- Poise: comfortable, confident and responds well if unable to answer the question.
- Team coordination: responses are not dominated by a single team member and a majority of team members participate
- Team members refer to slides when appropriate to enhance the quality of the answer and reinforce the viewers' understanding