



The Business Plan Competition is a rigorous competition that challenges students to demonstrate their global business expertise through written submissions and oral presentations. The competition showcases best practices, rewards excellence, and trains students to apply sophisticated knowledge and skills attributed to business professionals and college students. Each firm will submit an Executive Summary (20% of overall score), a team of students will present their Business Plan Presentation (60% of overall score), and respond to Q&A from a panel of judges (20% of overall score).

SUBMISSION GUIDELINES

Executive Summary: Each team must prepare an Executive Summary that highlights the strengths of the business, outlines where the company is and where it wants to go.

- Submit in a single .pdf document to the Competitions Manager by the deadline set in your VE region.
- Written executive summary should be no longer than 4 pages in length. This must be presented in an appropriately readable and sized font and the minimum acceptable margin is 0.5". **A cover page should not be included.**
- Submission should cover: 1) about the business, 2) business rationale, 3) marketing plan, and 4) financial highlights.

Business Plan Oral Presentation: A team of 3-6 employees from the company will have up to 10 minutes to deliver an oral presentation addressing the company's business plan. The presentation will be followed by 5 minutes of Q&A from the judges.

- Submit presentation slides in a single .pdf document to the Competitions Manager by the deadline set in your VE region.
 - o **In-Person Presentations:** Teams may bring supplemental materials to enhance the presentation, but are not required to do so. Supplemental materials should be brief, easy to read, and summarize/support the points being made in your presentation.
 - o **Online Presentations:** One member of the team will share their screen with the presentation slides.

CAREER READINESS FRAMEWORK ALIGNMENT

Leadership:

- Demonstrates intrapreneurship
- Motivates others to act
- Adapts in an ambiguous environment
- Operates with purpose
- Brings positivity and presence

Professional:

- Communicates effectively
- Demonstrates effective project management
- Develops relationships and networks effectively
- Embraces diversity
- Demonstrates comfort with confrontation

Functional:

- Understands general business dynamics
- Conducts research and analysis
- Understands and applies financial concepts
- Uses Design Thinking to solve problems
- Communicates through storytelling

Technology:

- Uses Spreadsheet, Word Processing, and Presentation tools
- Demonstrates fluency with communication/collaboration tools

SCORING KEY

5 stars Well above standards	Excellent execution and free of errors: includes ALL essential components, content and/or strategies are clear, comprehensive, thoughtful, and very well-researched and/or developed.
4 stars Above standards	Well executed: includes ALL essential components, content and/or strategies are evident and well-researched and/or developed.
3 stars Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
2 stars Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
1 star Well below standards	Major flaws and/or essential components missing.

For sample submissions, visit the [National Business Plan Competition – Top 8 Presentations](#).
Go to competitions.veinternational.org to participate and judge. Find results at veinternational.org/competition-results.



EXECUTIVE SUMMARY RUBRIC

RUBRIC & SCORING ELEMENTS

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement. The *Task Alignment* identifies the associated curriculum tasks for each section.

ELEMENT	JUDGING CRITERIA	TASK ALIGNMENT
About the Business	<p><i>How well does the company articulate the company's mission?</i></p> <ul style="list-style-type: none"> Shares a brief company description or overview that should include: firm's location, legal form of ownership with explanation, and organizational structure. Provides a clear company mission statement. 	BR-2 HR-4 MGT-4
Business Rationale	<p><i>How well does the company address a creative solution to a current problem?</i></p> <ul style="list-style-type: none"> Provides an explanation of the problem or issue confronting the firm's customers and include any relevant customer research. Describes how the firm's product/service and pricing addresses and solves the problem identified. Indicate <i>who</i> needs it and explain <i>why</i> they need it. Indicates short-term and long-term goals and objectives of the business. <i>Note: Short-term goals are within the current fiscal year (5/1/2021-4/30/2022) and long-term goals extend beyond the year.</i> 	DT-1 DT-2 DT-3 DT-4 MKT-1 SLS-1 MGT-5
Marketing Plan	<p><i>How well does the company describe their target market, highlights of their marketing mix and company risks?</i></p> <ul style="list-style-type: none"> Identifies specific groups of consumers to which the firm directs its marketing efforts (Gen. Z, Millennials, etc.) and why they were targeted. Highlights the most important details of the Marketing Mix. Identifies any risks that may keep the firm from achieving its goals or meeting projections, and explain how the firm's marketing strategy will be used to address the risk(s). 	MRK-2 MRK-5 RM-2
Financial Highlights & Projections	<p><i>How well does the company explain relevant financial highlights and projections?</i></p> <ul style="list-style-type: none"> Provides an overview of the company's financial performance that must include: break-even highlights, balance sheet, projected profit or loss, and relevant charts and graphs. 	FIN-2 FIN-8 FIN-9 FIN-10
Organization & Design	<p><i>How well does the company organize and design the executive summary?</i></p> <ul style="list-style-type: none"> Logical organization, well-designed and branded, free of errors, quality writing, and effective use of charts, graphs or graphics. Financial highlights and projections are well-presented using graphs and/or charts. Includes applicable footnotes or citations to research. Presented in an appropriately readable and sized font and the minimum acceptable margin is 0.5". A cover page should not be included. 	DES-1 DES-3

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BUSINESS PLAN ORAL PRESENTATION RUBRIC

RUBRIC & SCORING ELEMENTS

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement. The *Task Alignment* identifies the associated curriculum tasks for each section.

ELEMENT	JUDGING CRITERIA	TASK ALIGNMENT
Opening	<p><i>How well does the company entice the audience with the opening?</i></p> <ul style="list-style-type: none"> • 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	<p><i>How well does the company address a creative solution to a current problem?</i></p> <ul style="list-style-type: none"> • Customer Empathy: Provides the viewer with an explanation of how the firm originally targeted/researched potential customers to arrive at the conclusion that this demographic would be the clientele. • Problem Statement: Provides the viewer with an explanation of the problem, or issue, confronting customers and explains the root cause(s) and associated emotions. • Solution Statement: Describes how the product or service addresses the problem statement identified and provides the solution to the problem. • Company Goals and Milestones: Indicates the anticipated goals and milestones of the business based upon the problem and solution identified above. Identifies strategies to achieve each goal and milestone. 	DT-1 DT-2 DT-3 DT-4 MGT-5 MGT-6
About the Business	<p><i>How well does the company articulate the company's mission and organizational structure?</i></p> <ul style="list-style-type: none"> • Company Overview: Provides the viewer with a description of the company's primary business, industry, legal form of ownership with explanation, location, and brief history (if an existing company). • Mission Statement: A brief statement that represents what the 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: Determines the firm's internal weaknesses & strengths as well as the external opportunities & threats. 	MGT-4 MGT-6 HR-7 MRK-6
Competitive Analysis & External Environment	<p><i>How well does the company discuss the competitive analysis and external factors?</i></p> <ul style="list-style-type: none"> • Competitive Analysis: Identifies and examines the characteristics of competing firms in the virtual marketplace. What differentiates the firm from its competitors? • External Factors: Identifies any external/economic factors (inflation rate, unemployment rate, Federal Reserve policies, GDP, GNP, stock indices, real industry trends, virtual industry trends, etc.) that the firm determines will play a role in the success of the firm. 	MRK-2 MRK-4

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<p>Marketing Plan</p>	<p><i>How well does the company describe their marketing plan and business risks?</i></p> <ul style="list-style-type: none"> • Target Market: Identifies specific groups of consumers to which the firm directs its marketing efforts. • Market Segmentation: Separates layers of the market according to some of the following: demographics, geography, psychographics, and/or socio-economic factors as deemed necessary to secure financial success for the firm. • Marketing Mix: Product / Price / Placement / Promotion / Positioning. • Business Risks: Identify the risks that may keep the firm from achieving its goals or meeting projections (foreign exchange fluctuations, liability, business interruption, credit, etc.) and provide strategies for dealing with the risks identified. 	<p>MRK-3 MRK-5 MRK-6 MRK-8</p>
<p>Financials</p>	<p><i>How well does the company explain their financials?</i></p> <ul style="list-style-type: none"> • Break-even Analysis, Summary Profit and Loss Statement, and Balance Sheet are all required for local, regional, and national competitions. • Local/Regional competition: Summary Profit and Loss Statement should reflect projections through 4/30/22 and actuals through 10/31/21. Balance Sheet should reflect actuals as of 10/31/21. • National competition: Summary Profit and Loss Statement should reflect actuals as of 2/28/22 and projections through 4/30/22. Balance Sheet should reflect actuals as of 2/28/22. • Maximum points for successfully identifying and communicating the financial information that is relevant insofar as it contributes to an understanding of the overall plan. • When preparing and presenting the financial statements, columns should be labeled as “actual” or “projected.” 	<p>FIN-7 FIN-8 FIN-9 FIN-10 FIN-12</p>
<p>Quality of Slideshow</p>	<p><i>How well does the company design the presentation slideshow?</i></p> <ul style="list-style-type: none"> • 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. • Includes applicable footnotes or citations to research. 	<p>DES-10</p>
<p>Quality of Oral Delivery</p>	<p><i>How well does the company present their business plan?</i></p> <ul style="list-style-type: none"> • Persuasive, engaging; articulate, correct grammar and pronunciation; avoids use of slang and fillers. A conversational tone should be incorporated rather than memorized presentations, or frequent referral to note cards. • Appropriate voice projection. • Personable, connects with the 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. 	

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Q&A	<p><i>How well does the company respond to judges' questions?</i></p> <ul style="list-style-type: none">• Accuracy: relevant, truthful, confident, and accurate.• Quality: response is appropriate and effectively answers 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.	
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Time Limits

- Each presentation should be no longer than 10 minutes in length.

Penalties (*10 second grace period before 1st penalty applied*)

- Up to 30 seconds over: 1 point
- 31 to 60 seconds over: 2 points
- 61 seconds up to 2 minutes over: 5 points
- More than 2 minutes over: 10 points