



ENTREPRENEURSHIP (61) SECONDARY REGIONAL - 2013 KEY

Judges/Graders:

Please double-check and verify all scores!



ENTREPRENEURSHIP (61)

SECONDARY

KEY

Description

Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting their business plan to potential investors at a bank with the objective of securing financing for their business venture.

Competitors will provide the reasoning and justification for the loan amount being requested to establishing their business.

Specifications

- The contestant will develop a business plan and demonstrate oral communication skills.
- The contestant will develop a business plan for a **start-up** business in his/her community or local area.
- Entries outlining the purchase of a franchise or existing business do not satisfy the topic and are subject to disqualification.
- The business plan must not exceed fifteen (15) pages, single-sided (excluding the title page, table of contents, supporting documentation) and must follow the Business Plan format in the [Style & Reference Manual](#). *A copy is attached.*

The completed plan must include but is not limited to the following:

- Objectives of the business
- Proposed business strategies
- Title Page and Table of Contents*
- Executive Summary
- Description of proposed business
- Product(s) and/or service(s) to be provided
- Management and ownership of the business
- Marketing analysis

Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.

JUDGING PROCEDURE

- Contestant will be introduced by team number.
- As a team of judges, formulate two to three questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each contestant.
- Contestant will present before a panel of judges and timekeeper. No audience will be allowed.
- The length of set-up will be no more than five (5) minutes.
- The length of the presentation will be no more than ten (10) minutes and followed by judges' questions.
- Presentation will be stopped at ten (10) minutes.
- Excuse contestants upon completion of answering judges' questions.
- **There can be no ties in the top ten (10) contestants.** It is the responsibility of the judges to break any ties.
- Administrator will fill out ranking sheet prior to dismissing the judges.
- If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
- Give administrator all Scoring Rubrics, Judges' Comments Sheets and contest materials.
- No audience is allowed in the contest room.

Please double-check and verify all scores!

Business Plan (*bold*)

Part I—Executive Summary (*bold*)

The Executive Summary describes the business plan in enough detail to encourage the reader to turn the page and read the information contained in the section that follows. You should pay close attention to what is written in this section. Often the reader will attempt to pass judgment based on what is contained in this part of the plan. With this in mind, the individual must generate a desire in the reader to want to invest and/or participate in the company. This is typically the last segment of the Business Plan to be written.

Part II—Description of Proposed Business (*bold*)

This section describes the company: what the company is, where the idea came from, and other information that will intrigue the reader.

Part III—Objectives of the Business (*bold*)

This section will contain the Mission and Vision statements of the company.

Part IV—Proposed Business Strategies (*bold*)

This section will touch on short-term goals and a long-range plan.

Part V—Product(s) and/or Service(s) to be Provided (*bold*)

The product and/or service to be provided by the company is described in this section. Included in this write-up could be an explanation as to why people will buy the product or service. What is unique about the product in relation to the competition is illustrated. Any special information about the product is shown in detail and a physical representation of the product or service needs to be presented (i.e., prototype or brochure).

Part VI—Management and Ownership of the Business (*bold*)

Create an organizational chart to identify the “key” players in the organization. Included are the company’s officers and their roles and responsibilities. Outside investors and members of the Board of Directors are identified. The descriptions of the company’s officers are to illustrate their competencies and qualifications for filling their roles.

Part VII—Marketing Analysis (*bold*)

This section of the plan describes the target market and why these individuals were chosen as the primary customers. Identifying your business and its competitive edge will be illustrated in

this section. The target customer needs to be described. Methods of identifying and attracting customers, the type of sales force, and any specific distribution channels is to be included, as is the company's pricing policy.

Part VIII—Financial Analysis (*bold*)

This section contains detailed financial information about the organization. The source of start-up cash and major capital expenditures is to be identified. This section will provide a balance sheet as it pertains to the opening day of business. This will define the financial standing and situation when the customer is served.

(NOTE: The financial analysis section may be less detailed for Secondary students.)

Part IX—Supporting Documentation (*bold*)

Include any and all information that supports your efforts in other sections. This may include layouts, brochures, flyers, business cards, résumés, product designs, prototypes, etc. These items and pages are not included in the total number of pages.