

## **Entrepreneurship (505)**

### **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.

### **Eligibility**

Any student member may enter this event. This business plan must reflect a new business, not an expansion of a current business or subsidiary business. If a contestant repeats this event, he/she may *not* submit any previously used business plan. Contestants participating in national level competition must be registered for the event prior to submission deadline for technical judging.

### **Contestant must supply**

Contestant may use a computer, projection equipment, product displays and props (product samples and promotional items), prepared posters, flip charts, easel or graphs in their presentation.

Carry-in and set-up of equipment must be done solely by the contestants and take place within the allotted time.

No Internet access will be provided on-site at the NLC; however, contestants/teams may provide their own access to be used only for their presentation to the judges.

Contestant must bring all supporting devices (e.g., extension cords, power supply, etc.).

**Business Professionals of America assumes no responsibility for hardware/software provided by the contestant.**

**No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area.**

**No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Demonstrate knowledge and understanding of entrepreneurship
- Communicate research in a clear and concise manner both orally and in writing
- Demonstrate effective persuasive and informative communication and presentation skills
- Identify and utilize internal and external resources
- Develop a written business plan for a start-up business
- Identify customer base including consumer and organizational markets and demographics
- Identify customer relations or markets
- Demonstrate successful price selection including the reasoning and methods used in determining the price
- Competitors will provide the reasoning and justification for the loan amount being requested to establish their business.
- In addition, an analysis of the necessary financial data required to establish their business

### **Specifications**

- This is a pre-submitted event. See instructions for submissions.
- The contestant will develop a business plan for a start-up (not existing or expanded) business in his/her community or local area.
- Information in the business plan must be authentic; however, contestants may choose to use a fictitious address and telephone number.

- The contestant will demonstrate oral communication skills.
- 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, and supporting documentation) and must follow the Business Plan format in the [Style & Reference Manual](#).
- Any business plan submitted beyond the maximum number of pages will be disqualified.

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

- Title Page and Table of Contents  
**(excluded from 15 page maximum)**
- Executive Summary
- Description of proposed business
- Objectives of the business
- Proposed business strategies
- Product(s) and/or service(s) to be provided
- Management and ownership of the business
- Marketing analysis
- Financial analysis
- Supporting documentation **(excluded from 15 page maximum)**
- Financial analysis (include requested loan amount, income statement, balance sheet, cash flow statement, and other analyses)
- Supporting documents (research, charts, brochures, résumés, etc.)

- An [Individual Entry Form](#) signed by the contestant and advisor
- The completed plan **only** as listed above and Individual Entry Form, as a PDF, must be submitted to the National Center at <http://www.bpa.org/submit> no later than 11:59 pm Eastern Standard Time on April 1, 2015.
- Contestants will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided by the National Center.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- The limit for file size is five (5) MB.
- Contestants must be registered for national level competition prior to submission of materials. The contestant number must be included as indicated. Materials from non-registered contestants and/or those missing contestant numbers cannot be accepted.
- No changes can be made to the project after the date of submission.
- An additional copy of the plan and the [Individual Entry Form](#) must be provided at the time of the presentation at the NLC at both Preliminary and Final Competition.
- 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.
- Set-up will be stopped at five (5) minutes to begin the presentation.
- 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.
- No materials (props, displays, samples, gifts, etc.), other than the required submission, may be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright laws, which are available on the Web at [www.copyright.gov/title17/circ92.pdf](http://www.copyright.gov/title17/circ92.pdf). Use the Copyright and Fair Use Guidelines in the [Style & Reference Manual](#). **Contestant(s) will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

### **Method of evaluation**

Technical Scoring Rubric

Presentation Scoring Rubric

### **Length of event**

No more than five (5) minutes set-up

No more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

### **Equipment provided**

Projection surface at national competition only

### **Entries**

Each state is allowed three (3) entries

**Contestants in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for technical judging cannot be returned and will *not* be available at NLC.**

**Entrepreneurship (505)**

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

**Technical Scoring Rubric**

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		

<b>Written Business Plan Evaluation</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Executive summary for business	1-5	6-10	11-15	16-20	
Description of proposed business	1-5	6-10	11-15	16-20	
Objectives of business	1-5	6-10	11-15	16-20	
Proposed business strategies	1-5	6-10	11-15	16-20	
Product(s) and/or service(s) description	1-5	6-10	11-15	16-20	
Management and ownership of the business	1-5	6-10	11-15	16-20	
Marketing analysis	1-5	6-10	11-15	16-20	
Financial Analysis Included requested loan amount, income statement, balance sheet, cash flow statement, and other analyses	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
<b>TOTAL TECHNICAL POINTS (180 points maximum)</b>					

**ANY BUSINESS PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (15) WILL BE DISQUALIFIED**

## Entrepreneurship (505)

Judge Number \_\_\_\_\_

Contestant Number \_\_\_\_\_

### Presentation Scoring Rubric

<b>Oral Presentation Evaluation</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Opening and summary	1-5	6-10	11-15	16-20	
Content of presentation	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Supporting documentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
<b>TOTAL PRESENTATION POINTS (100 points maximum)</b>					

### Specification Scoring Rubric

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per contestant, not per judge.		<b>Points Awarded</b>
Set-up lasted no longer than five (5) minutes - 5 points Presentation lasted no longer than ten (10) minutes - 5 points	10	
Documentation submitted at time of presentation: Keyed and signed <a href="#">Individual Entry Form</a> (1 copy) and Business Plan including Title Page and Table of Contents (1 copy) <i>Must have copies for preliminaries and finals</i>	10	
Plan used the correct format for Title Page, Table of Contents, and Business Plan according to the <a href="#">Style &amp; Reference Manual</a>	10	
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 310**

**PRESENTATION WILL BE STOPPED AT 10 MINUTES**