



Business Plan

Event Code

BP

Event Type

Team Event: 3-4 team members

Welcome to the exciting world of the Business Plan event! This is your chance to join forces with your team and dive into the adventure of creating a proposal for your very own small business. Imagine, you get to come up with an idea for any kind of business you like – it's like dreaming up your own mini empire!

Think about it: What kind of business sparks your passion? Is it a cozy café, a cutting-edge tech startup, or a trendy fashion boutique? The possibilities are endless! This is where your creativity and teamwork come together. You and your teammates will brainstorm, plan, and craft a detailed proposal for your dream small business.

It's not just about numbers and words on paper. It's about turning your vision into a reality. You'll learn how to think like an entrepreneur, make strategic decisions, and present your ideas with confidence. This is the perfect opportunity to showcase your innovation and business savvy.

So, let your imagination run wild, collaborate with your teammates, and create a business plan that could spark the next big thing. Who knows? Your proposal might just be the blueprint for a successful small business that changes the world!

Business Plan Overview:

Get ready for an exciting challenge in the Business Plan event!

1. Your goal is to create a 10-page written proposal for a business plan and then present it to a panel of judges, following the guidelines below.
2. Your written proposal must have a maximum of 10 pages, including any appendix you might need. This doesn't include the title page or table of contents.

Submit your written business plan and slides as a PDF document by March 15 to nca@jag.org. Remember to title it with your School Name and Business Name.

Your written business plan will be evaluated before the NCDC event begins, be sure to follow the attached rubrics for both the written business plan and the oral presentation.

During the oral presentation, you'll speak for at least 7 minutes and no more than 10 minutes. The timekeeper will show cards to remind you when you hit 7 minutes, and when 1 minute remains.

After your presentation, you'll have 3 minutes for a question-and-answer session with the judges. The judges will also take 3 minutes to evaluate your public speaking, and presentation skills, and how well you handle their questions.

Event Guidelines - Written Proposal

Get ready to dive into the world of business planning! Your written proposal is your chance to show off your creative business ideas and strategic thinking. Here's how to make it great:

Title Page

Start with a title page that includes:

- Business Plan proposal
- Name of your business
- Name of your JAG Program
- School address
- City, state, ZIP/postal code
- Names of your team members
- Date
- Title page mustn't have a page number.
- Table of Contents

Body of the Proposal

Your written proposal starts with Section I and goes in the order below. Each section must have a title and be in this order. Points for each section are on the Judge Rating Sheet.

Executive Summary: A one-page summary of your business model.

Problem: Explain the main problems your product/service is solving.

Customer Segments: Who are your target customers?

Unique Value Proposition: What makes your product/service special and worth buying?

Solutions: Describe the top features of your product/service that solve the problem.

Channels: How will you reach your customers?

Revenue Streams: What's your financial plan? How much will you earn and how much will it cost?

Cost Structure: What are the costs of getting customers, running the business, and more?

Key Metrics: What are the important aspects to measure for your business?

Competitive Advantage: What makes your product/service hard to copy or buy?

Conclusion: Sum up key points and ask for financing.

Bibliography: List the sources you used for your info.

Appendix (optional): Add extra sources and appendices here, like sample questionnaires, letters, and more.

Page Numbers: Title page and table of contents don't have page numbers. Start numbering from page 1.

Graphics: Focus on clear and complete graphics, not how pretty they are.

Remember, your written proposal is worth a max of 90 points. Now, let's move on to the exciting oral presentation part!

Business Pitch/ Oral Presentation

You'll present your business plan to the judges in a 7 to 10-minute talk.

You will send in your presentation by March 15, and the Events team will have your presentation cued up when you step into the room. Set up time will be a quick review to make sure that competitors have everything they need.

Here's how:

1. Start right after your introduction by the Event Manager.
2. Use only visuals you can carry/set-up/pass out easily.
3. You can bring a copy of your proposal or notes to help.
4. Judges get 3 minutes to ask questions.
5. No big setups or electronics (other than the projector).
6. You can show/hand materials to the judges, but nothing super valuable.
7. If any rules are broken, judges must tell the Event Manager.
8. Make sure to follow the General Competitive Event Guidelines and the specific Event Guidelines.

 **Submit Business Plan as a PDF by March 15 to nca@jag.org**

Final Scoring:

Written Business Plan proposal = 90 points

Presentaion = 90 points

180 total points

In the event of a tie, a tiebreaker will be determined by the areas on the scoring rating sheet section(s) with the highest point value in descending order.

Judge Rating Sheet

Written Business Plan



Team: _____

Section: _____

Division: _____

Judge: _____

Judge Signature: _____

Time In: _____

Time Out: _____

Statement of interest	Fair 0-2	Average 3-5	Good 6-8	Excellent 9-10	Judge Score
1. Executive Summary	Lacks key information.	Partially presents goals.	Clearly outlines goals and opportunity.	Expertly summarizes plan concisely, highlighting key goals and market potential.	
2. Problem Statement	Unclear or shallow problem.	Somewhat defined issue.	Clearly defines problem with context.	Expertly defines problem, providing context, impact, and supporting data.	
3. Customer Segments	No target customers identified.	Basic customer segments.	Clearly defines primary segments.	Expertly defines multiple segments, illustrating unique characteristics and needs.	
4. Value Proposition	Missing or unclear proposition.	Partially defined proposition.	Defines clear value proposition.	Expertly defines compelling value proposition, emphasizing distinct benefits and customer solutions.	
5. Solutions	Vague or inadequate solutions.	Presents basic solutions.	Presents feasible solutions.	Presents creative, feasible solutions with clear advantages and potential outcomes.	
6. Marketing & Revenue	No channels or revenues explained.	Basic channels and revenues.	Clear marketing and revenues.	Expertly detailed marketing strategies and diverse revenue streams, showing a deep understanding of target audience engagement.	
7. Cost & Metrics	No cost or metrics understanding.	Lists basic costs/metrics.	Presents clear costs/metrics.	Expertly details all costs, including startup, operational, and marketing expenses, and justifies chosen key metrics with a long-term vision.	
8. Competitive Advantage	Ignores competitive landscape.	Limited or unclear advantage.	Clear and relevant advantage.	Expertly defines strong competitive advantage, detailing how it will position the business uniquely and sustainably.	
9. Grammar & Professionalism	Numerous errors, unprofessional.	Some errors, somewhat professional.	Few errors, generally professional.	Exceptionally polished grammar, impeccable professionalism in tone and formatting.	

Comments and Questions:

Total Score
Out of 90 total points.

Judge Rating Sheet

Presentation



Team: _____

Section: _____

Division: _____

Judge: _____

Judge Signature: _____

Time In: _____

Time Out: _____

Statement of interest	Fair 0-2	Average 3-5	Good 6-8	Excellent 9-10	Judge Score
1. Preparation	Little to no evidence of planning or preparation for presentation.	Some evidence of planning and preparation for presentation that mildly gains interest from potential investors.	Evidence of thorough planning and preparation for presentation that piques interest of investors.	Evidence of extensive planning and preparation for presentation that includes capturing investors attention, and exciting them about the potential.	
2. Clarity of Business Idea	Business idea is unclear and difficult to understand.	Business idea is somewhat clear but needs more explanation.	Business idea is clearly defined and easy to understand.	Business idea is expertly defined and thoroughly explained.	
3. Market Analysis	Little to no evidence of market analysis or understanding of the target audience.	Limited evidence of market analysis and understanding of the target audience.	Adequate evidence of market analysis and understanding of the target audience.	Comprehensive evidence of market analysis and understanding of the target audience.	
4. Marketing Strategy	Marketing strategy is poorly defined and lacks detail and/or connection to target market.	Marketing strategy is somewhat defined but needs more detail that better aligns to target market.	Marketing strategy is well defined and includes relevant details that mostly align to the target market.	Marketing strategy is expertly defined and includes extensive relevant details that fully align to the target market.	
5. Financial Plan	Financial plan is unclear and lacks detail. Financial concepts are not presented or presented incorrectly.	Financial plan is somewhat clear but needs more detail. Financial concepts are shared but their understanding is unclear.	Financial plan is well defined and includes relevant details. Financial concepts are utilized and understanding of the terms and application is somewhat demonstrated.	Financial plan is expertly defined and includes extensive relevant details. In-depth knowledge of financial theory and practice is evident.	

Statement of interest	Fair 0-2	Average 3-5	Good 6-8	Excellent 9-10	Judge Score
6. Persuasive Presentation Skills	Little to no evidence of effective persuasive presentation skills. The Presentation provided limited evidence of Team's point of view and was not very persuasive.	Some evidence of effective persuasive presentation skills. The Presentation was somewhat persuasive and provided some reasons to agree with the Team's point of view.	Effective use of persuasive presentation skills. The Presentation was persuasive and provided good reasons to agree with the Team's point of view	Expert use of persuasive presentation skills. The Presentation is exceptionally persuasive and convincing. The Team provided good evidence that reinforced their position on the plan.	
7. Overall Impression	Presentation is unclear, poorly planned, and poorly executed. Information provided was mostly surfacelevel and the Team missed key points of the plan.	Presentation is somewhat clear, planned, and executed. The quality of the information was limited to support the plan.	Presentation is well-planned, clear, and executed. Overall, the coverage of the plan was good. Included sufficient detail relevant to the plan. Information seemed to be in-depth.	Presentation is expertly planned, clear, and executed. Overall, the coverage of the business plan was excellent. Information was in-depth and beyond the obvious, revealing new insights.	
8. Meeting Time Requirements	The meeting significantly exceeded or fell short of the allocated time.	The meeting slightly exceeded or fell short of the allocated time.	The meeting adhered precisely to the allocated time.	The meeting concluded earlier than the maximum allocated time, allowing for additional discussion or activities	
9. Professional Attire	The attire is unsuitable and unprofessional for the context.	The attire shows some professional elements but lacks consistency.	The attire is suitable and professionally consistent.	The attire is exceptionally appropriate and demonstrates a deep understanding of professionalism.	

Comments and Questions:

Total Score
Out of 90 total points.

Sample Questions

The sample questions are provided to give competitors an idea of what questions the investors (judges) may ask during the three minute window at the end of the oral presentation.

Market

1. How big is the market opportunity?
2. Who exactly will be your best customer?
3. What current business do you hope to aspire to be like?
4. What current business do you least aspire to be like?
5. What is your greatest fear in launching your business plan?

Competition

1. Who do you feel will be your most challenging competitors?
2. What do you believe are your strengths over your competitors?
3. What are your weaknesses considering your competitors?
4. What is unique about your proposed business?
5. How will you exceed your competition on satisfying customers?

Financials

1. How much capital will you need to launch your business?
2. How much will you be able to invest in the business?
3. How much will you need from investors?
4. How long do you estimate it will take to become profitable?
5. What are the key metrics your team is focused on to evaluate your business?

Intellectual Property

1. What is unique about your proposed business?
2. What big problem will your business solve?
3. What legal risks does your team anticipate?
4. What regulatory requirements do you expect with your business?
5. Are you anticipating any product liability risks with your business?

Use of Funds

1. How will you allocate investor funds?
2. What if you are unable to raise sufficient investor funds?
3. What are the biggest risks to my investment?
4. What are your milestones in judging the progress of the business?
5. How much are you estimating your monthly personal expenses?

Business Model

1. What specific marketing channels are you planning on using?
2. What profit margins are you planning on operating?
3. How will scaling impact profit margins?
4. What pivots are you anticipating as you move forward?
5. Who in this business cannot be replaced?

Corporate Structure

1. How is the business currently organized?
2. Are you planning a board of advisors? Who would you want to serve?
3. Where will the company be registered?
4. What unique skills and talents does the founders possess?
5. Who is the registered agent on record?

Additional Questions

1. What is the exit goal? (i.e., IPO, Merger & Acquisition, other)
2. What is the time frame for an exit strategy?
3. What are you hoping that investors will provide beyond money?
4. What is the next milestone that investments will take the business?
5. What talent will be of the greatest interest to your proposed business?