



ENTREPRENEURSHIP CONTEST

CONTEST CHAIR

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CONSISTS OF A BUSINESS PLAN COMPETITION

The BUSINESS PLAN COMPETITION will be based upon an evaluation of a formal, written business plan to be submitted by the student. **This plan should be based on a viable business that can be run by a student.** In other words students should not be submitting business plans for opening up full size retail stores and/or restaurants. Rather it should be a self-run business that they are starting in their parents' basement or garage. Keep it simple and realistic.

FORM AND CONTENT OF THE BUSINESS PLAN

The Business Plan must be typed and it must contain all or some of the following components as shown within the evaluation sheet depending on the nature of the business. (See following page.)

REMINDER - 2 ENTRIES PER SCHOOL

Contest entry is due on or before the contest submission date (refer to the Contest Time Line Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form.



ENTREPRENEURSHIP BUSINESS PLAN EVALUATION

Title page	/1
Table of Contents	/2
Executive Summary (1 to 2 pages Maximum) <ul style="list-style-type: none"> • Business Objectives (1) • Description of product or service (1) • Financial requirements (1) • Expected sales (1) • Overview of market (1) 	/5
Business Overview <ul style="list-style-type: none"> • Description of business (1) • Type of product/services offered (1) • Nature of the industry (1) • Trends in the industry (1) • Customer profile (2) • Management and key personnel (1) • Operations (location, size and capacity, equipment/furniture/fixtures, hours of operations) (4) 	/11
Marketing Research <ul style="list-style-type: none"> • Primary Research/ survey production and distribution (3) • Analysis of survey results (3) • Secondary Research (statistics) (3) • Target Market and segmentation (2) • Market share and total market potential (2) • SWOT (Strengths, weakness, opportunities, threats) 4 	/17
Marketing Plan <ul style="list-style-type: none"> • Product / service (demand, physical aspects, image, benefits) (4) • Price (production cost, competitor's price, profit and volume, break-even analysis) (4) • Place (location, distribution and purchasing channels) (3) • Promotion (i.e., print, television, radio, public relations) (4) 	/15
Financials <ul style="list-style-type: none"> • Start up budget (2) • Financing sources (2) • Projected Income Statement (3) • Balance Sheet (5) • Cash Flow Statement (5) 	/17
Viability (Feasible, Practical, Possible)	/5
Creativity	/5
Spelling and Grammar	/3
Supplementary information	/4
TOTAL	/85



GENERAL CONTEST INFORMATION

1. Early in the school year contact all the entrepreneurship teachers in your county and give them the details of the contest.
2. Each school in the district may submit a maximum of two Business Plans to the contest chair. **NOTE THERE MAY BE A MAXIMUM OF FOUR STUDENTS IN EACH GROUP.** The entrepreneurship teachers in each school will pick or organize a panel to select the winning plans for their school.
3. **AWARDS CERTIFICATES** are available from OBEA for students placing from first to third at the district level. You may want to design similar certificates for winners at the school level.
4. **PLEASE** attach an **OBEA CONTEST IDENTIFICATION FORM FOR EACH STUDENT IN THE GROUP** firmly to each **BUSINESS PLAN** submitted. These must be fully completed in order to speed marking and notifying winners.
5. **EACH SCHOOL PARTICIPATING IN THE OBEA CONTESTS MUST HAVE AN OBEA MEMBER ON STAFF.** Unfortunately, entries from schools with no OBEA member must be disqualified.
6. The Business Plan may be prepared by a maximum of four students provided they are shown to be partners or participants. Their names, responsibilities, salaries, etc. should all be described in the plan.
7. Students must be enrolled in one of the following courses to be eligible: BDP30, BDI3C, or BDV4C.
8. The entries can be from first or second semester. Due to the lack of time to complete a business plan for the competition in second semester, second semester plans may be submitted the following year.
9. All entries will remain the property of OBEA and will not be returned to the students.
10. The proposed venture described in the plan must be an independent enterprise. For example, the owner/manager(s) will make decisions independently and not answer to any other controlling person or organization.



ENTREPRENEURSHIP VENTURE PLAN RUBRIC

Category	Criteria	Level 1	Level 2	Level 3	Level 4
Knowledge/ Understanding	Demonstrates evidence of effort and realistic applications within individual components (e.g., numbers associated with components such as financial reports and other categories are realistic within the venture plan proposed).	- individual components demonstrate little realistic associations within the venture plan	- individual components demonstrate few realistic association within the venture plan	- individual components demonstrate a realistic association within the venture plan	- individual components demonstrate a thorough and realistic association within the venture plan
Thinking	Demonstrates a grasp of the venture plan process Demonstrates originality and creativity.	- individual components demonstrate little realistic associations within the venture plan - selection demonstrates a limited grasp of the portfolio process (I.e., purposeful collecting, selecting, and reflecting of components) - selections demonstrate little originality or creativity	- selection demonstrates some grasp of the portfolio process (I.e., purposeful collecting, selecting, and reflecting of components) - selections demonstrate some originality and/or creativity	- selection demonstrates a solid grasp of the portfolio process (I.e., purposeful collecting, selecting, and reflecting of components) - selections demonstrate originality or creativity	- selection demonstrates a thorough grasp of the portfolio process (I.e., purposeful collecting, selecting, and reflecting of components) - selections demonstrate a high degree originality and/or creativity
Communication	Presents the venture plan in an organized and professional way.	- venture plan package lacks suitability or appropriateness - categories, sections, or strands used lack clear organization - headings, tabs, and/or other organizers are used in a limited way	- venture plan package is suitability - categories, sections, or strands are somewhat clear - headings, tabs, and/or other organizers are used inconsistently	- venture plan package is suitability and appropriate - categories, sections, or strands are clearly indicated - headings, tabs, and/or other organizers are used effectively	- venture plan package is suitable, appropriate, and original - categories, sections, or strands used reflect a high degree of organization - headings, tabs, and/or other organizers are highly effective
Application	Includes all the required components and ensures that they are complete.	- includes few of the required components - required components contain limited or minimal information	- includes some of the required components - some required components lack information	- includes all of the required components - required components contain complete information	- includes all of the required components - required components contain rich and thorough information