

## **(V08) Start-up Enterprise Team**

### **Description**

Develop an operating plan and organizational structure to initiate a small business. Teams are to assume they are presenting their products/services to potential buyers. The event may be repeated but previously used business plans may *not* be submitted.

### **Eligibility**

- Any Business Professionals of America student member may enter this event.
- A team will consist of 2-4 members.
- There are no restrictions on number of entries per chapter or per state.

### **Event Registration**

- Advisors register teams for the event using the Membership Registration System, accessible at <http://www.bpa.org/membership/regsystem>.
- The event can be added to your invoice using step 4, “Virtual Event Registration.” Enter the names of all team members into the “notes” field.
- Event registration can be purchased with your original invoice or with a new invoice after member registration.
- Registration deadline is November 9, 2018.
- Contestants participating in competition must be registered for the event prior to submission deadline to be eligible.

### **Entry Fee**

There will be a \$20 fee for each team (invoiced during event registration).

### **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
- In addition, an analysis of the necessary financial data required to establish their business

### **Specifications**

- Submit the [Team Entry Form](#) along with the Business Plan and supporting documentation in a combined PDF file to <http://www.bpa.org/submit>, no later than 11:59 p.m., on January 25, 2019.
- Member ID will be required for all submissions.
- Information in the business plan must be authentic; however, team may choose to use a fictitious address and telephone number.
- Teams will demonstrate oral communication skills.
- Entries outlining the purchase of a franchise 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, Works Cited, 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, Table of Contents, and Works Cited  
**(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 income statement, balance sheet, cash flow statement, and other analyses)
    - Supporting documents (research, charts, brochures, résumés, etc.)
- 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.
- Only one (1) team members should complete the submission.
- The limit for file size is five (5) MB.
- No changes can be made to the project after the date of submission.
- Teams will be assigned to sections prior to their preliminary presentation.
- For teams who qualify, the teams' advisors will be contacted to reserve a time for a videoconference presentation before a panel of judges. E-mail confirmation will be sent to those teams eligible to reserve a presentation time. The dates and times for presentation reservations will be announced via e-mail notification.
- The top teams with the highest cumulative technical and presentation scores will be invited to attend the National Leadership Conference to be recognized for their outstanding efforts and to participate in the National Showcase. See <http://www.bpa.org/nlc/nationalshowcase> for more information.
- The top teams may participate in the Virtual Event Forum for all participants and advisors.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

**Method of evaluation**

Application

Technical Judges' Rating Sheet

Presentation Judges' Rating Sheet

**Length of event**

No more than three (3) minutes set-up

No more than ten (10) minutes presentation time

No more than five (5) minutes judges' questions

## (V08) Start-up Enterprise Team

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

Team Number \_\_\_\_\_

### Technical Scoring Rubric

Team 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 <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Written Business Plan Evaluation	Below Average	Average	Good	Excellent	Points Awarded
Team submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li><a href="#">Team Entry Form</a> - PDF format (must be keyed but does <i>not</i> have to be signed for pre-submission)</li> <li>Business Plan and supporting documentation - PDF format</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
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 Includes 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 (190 points maximum)</b>					

## (V08) Start-up Enterprise Team

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

Team 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, <i>not</i> per judge.		<b>Points Awarded</b>
Set-up lasted no longer than three (3) minutes - 5 points Presentation lasted no longer than ten (10) minutes - 5 points	10	
Plan used the correct format for Title Page, Table of Contents, Works Cited and Business Plan according to the <a href="#"><i>Style &amp; Reference Manual</i></a>	10	
<b>TOTAL SPECIFICATION POINTS (20 points maximum)</b>		

**TOTAL MAXIMUM POINTS = 310**

# FINANCE EVENTS

- (100) [Fundamental Accounting \(S\)](#)
- (105) [College Accounting \(PS\)](#)
- (110) [Advanced Accounting \(S\)](#)
- (115) [Advanced College Accounting \(PS\)](#)
- (125) [Payroll Accounting \(S\)](#)
- (130) [College Payroll Accounting \(PS\)](#)
- (135) [Managerial Accounting \(PS\)](#)
- (140) [Federal Income Tax Accounting \(PS\)](#)
- (145) [Banking & Finance](#)
- (150) [Financial Analyst Team](#)
- (155) [Economic Research Individual \(S\)](#)
- (160) [Economic Research Team \(S\)](#)
- (165) [Personal Financial Management](#)
- (190) [Financial Math & Analysis Concepts — Open Event](#)