
2019 SoCalGas Entrepreneur Challenge

Do you have students looking for a new challenge?

SoCalGas and the Workforce Investment Board of Tulare County will be hosting the 13th Annual SoCalGas Entrepreneur Challenge on March 29, 2019. This challenge is an opportunity for teams of students to create a business plan and pitch that idea to a panel of local judges. We invite all local high schools to send up to two teams to compete in this challenge.

Registration and Team Composition

Registration for the 2019 Gas Company Challenge opens on January 14, 2019 and closes on March 1, 2019. Competing teams shall consist of no more than five students, and each high school is welcome to register a maximum of two teams. All team registrations are free of charge. However, they must be submitted by a teacher and must include a business plan that supports the pitch. Register [here](#).

Awards

Through the generous support of SoCalGas, top performers will be recognized with a cash prize awarded to their school. A panel of select local business leaders will score and rank winners based upon how the business plan fully describes and supports their business concept. This business plan score will be combined with the presentation score and the top three teams will receive the following awards:

1st Place - \$2,000

2nd Place - \$1,000

3rd Place - \$500

Important Dates

January 14: Registration Opens

March 1: Registration Closes

March 8: Finalists Notified

March 29: 2019 Gas Company Challenge

Any questions may be directed to:

John Gonzalez

jgonzalez@tularewib.org

559-713-5203

Please review rubrics for detailed information on the scoring process.

IN COORDINATION WITH TULARE CO.
OFFICE OF EDUCATION'S CAREER
EXPO

**THE
2019**

SoCalGas
**ENTREPRENEUR
CHALLENGE**

**BE UP FOR THE
CHALLENGE**

**LEARN MORE + REGISTER
YOUR BUSINESS IDEA
@ TULAREWIB.ORG**

**REGISTRATION DEADLINE
MARCH 15**

**MARCH 29
2019**

8AM-2PM



A Sempra Energy utility



**COS | VISALIA CAMPUS
915 S MOONEY BLVD
VISALIA, CA 93277**





2019 SoCalGas Entrepreneur Challenge: Business Plan Rubric

	Good	Very Good	Exceptional	Total
Title/Cover Page <i>(5 points)</i>	The title page includes the team name, business or project name and date.	The names, schools and addresses of school or business are listed.	Title page includes image(s) of business logo, product or process, or other appropriate images.	
Table of Contents <i>(5 points)</i>	Sections are listed.	Page numbers are accurate.	Page numbers with major areas and sections.	
Executive Summary <i>(10 points)</i>	Presents the potential for the business opportunity, product or process. .	Presents the potential for the business opportunity, product or process. Discusses how the product or process is innovative.	Presents the potential for the business opportunity, product or process. Summarizes the longer report in a way that describes how the product or process is innovative.	
2.0 Industry Analysis <i>(15 points)</i>	Gives a brief history of the industry.	Describes major trends that could impact this industry in the near future.	Describes how major trends and information helped identify immediate opportunity.	
3.0 Operation Analysis <i>(20 points)</i>	Provides some description of the product or process. Provides a general narrative explanation of how this product or process works.	Provides product or process drawings and descriptions. Describes what is innovative about the product or process.	Provides detailed original product or process drawings and descriptions. Discusses any technologies that make these innovative features possible.	
4.0 Market Analysis <i>(20 points)</i>	Describes the company's customers.	Addresses how customers are currently solving problems related to the proposed solution.	Describes customers and quantifies the demand for the product or process. May use existing market data or original data. Estimates the size of the market.	
6.0 Financial <i>(20 points)</i>	Addresses Financial Feasibility: Discusses the cost of the product or process.	Address Financial Feasibility: Discusses the cost of the product or process. Includes company budget projections.	Address Financial Feasibility: Discusses the cost of the product or process. Includes multi-year budget projections.	
7.0 Key Personnel/Staff <i>(5 points)</i>	Introduces key staff.	Discusses individual contribution to the proposed business.	Introduces individual members, and describes specific duties and contribution to the development of the business plan.	
Total 100				

Additional Comments:

Business Name: _____

2019 SoCalGas Entrepreneur Challenge: Live Presentation Rubric

Performance Element	0-1	2-4	5-7	8-10	Possible	Total									
Awareness of Audience	<p>Fails to increase audience understanding.</p> <p>Fails to effectively convince the audience.</p>	<p>Communicates understanding and knowledge;</p> <p>Point of view may be clear, but lacks development or support.</p>	<p>Raises audience understanding and knowledge;</p> <p>Clear point of view, but development or support is inconclusive and incomplete.</p>	<p>Significantly increases audience understanding and knowledge of topic or idea;</p> <p>Effectively convinces audience to recognize the validity of idea.</p>	10										
Strength of Material/ Organization	<p>Subject and purpose are not clearly defined;</p> <p>Very weak or no support of subject through use of examples, facts, and/or statistics;</p> <p>Totally insufficient support for ideas or conclusions.</p> <p>Major ideas left unclear, audience left with no new ideas.</p>	<p>Attempts to define purpose and subject;</p> <p>Weak examples, facts, and/or statistics, which do not adequately support the subject;</p> <p>Includes very thin data or evidence in support of ideas or conclusions;</p> <p>Major ideas may need to be summarized or audience is left with vague idea to remember.</p>	<p>Has some success defining purpose and subject;</p> <p>Some examples, facts, and/or statistics support the subject;</p> <p>Includes some data or evidence which supports conclusions or ideas;</p> <p>May need to refine summary or final idea.</p>	<p>Clear purpose and subject;</p> <p>Pertinent examples, facts, and/or statistics;</p> <p>Conclusions/ideas are supported by evidence;</p> <p>Major ideas summarized and audience left with full understanding of presenter's position.</p>	10										
Delivery	<p>Nervous tension obvious and/or inappropriately dressed for purpose or audience:</p> <p>No effort to make eye contact with audience;</p> <p>Low volume and/or monotonous tone causes audience to disengage.</p>	<p>Some tension or indifference apparent and possible inappropriate dress for purpose or audience;</p> <p>Occasional but unsustained eye contact with audience;</p> <p>Uneven volume with little or no inflection.</p>	<p>Quick recovery from minor mistakes;</p> <p>Appropriately dressed;</p> <p>Fairly consistent use of direct eye contact with audience;</p> <p>Satisfactory variation of volume and inflection.</p>	<p>Relaxed, self-confident and appropriately dressed for purpose or audience;</p> <p>Builds trust and holds attention by direct eye contact with all parts of audience;</p> <p>Fluctuation in volume and inflection help to maintain audience interest and</p>	10										
Content Check-Off	<p>Innovation: Up to 10 points can be deducted or awarded in this section for exception innovation, information or missing content</p> <p>Content shall include:</p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Overview</td> <td><input type="checkbox"/> Market Summary</td> <td><input type="checkbox"/> Resources and Research</td> </tr> <tr> <td><input type="checkbox"/> Industry summary</td> <td><input type="checkbox"/> Financial</td> <td></td> </tr> <tr> <td><input type="checkbox"/> Operation summary</td> <td><input type="checkbox"/> Key Personnel/Staff</td> <td></td> </tr> </table>						<input type="checkbox"/> Overview	<input type="checkbox"/> Market Summary	<input type="checkbox"/> Resources and Research	<input type="checkbox"/> Industry summary	<input type="checkbox"/> Financial		<input type="checkbox"/> Operation summary	<input type="checkbox"/> Key Personnel/Staff	
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