

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

THE SoCalGas
2020 ENTREPRENEUR
CHALLENGE

BE UP FOR THE
CHALLENGE

LEARN MORE + REGISTER
YOUR BUSINESS IDEA

REGISTRATION DEADLINE
MARCH 6

April 3
2020

8AM-2PM



A Sempra Energy utility



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

2020 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 14th Annual SoCalGas Entrepreneur Challenge on April 3, 2020. 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 31, 2020 and closes on March 6, 2020. 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 to identify winners.

Important Dates

January 31: Registration Opens

March 6: Registration Closes

April 3: 2020 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.

	Good 1-3 points	Very Good 4-7 points	Exceptional 8-10 points	Points Awarded
Cover Page (5 points)	Includes: <ul style="list-style-type: none"> - Company name - School name 	Includes: <ul style="list-style-type: none"> - Company name - Company logo - School name 	Professionally formatted to include: <ul style="list-style-type: none"> - Company name - Company colors - School name 	
Table of Contents (5 points)	Required sections are listed.	Required sections are listed, along with page numbers.	Required sections are listed in an organized manner, and includes page numbers corresponding with the appropriate sections.	
Executive Summary (10 points)	Provides an overview of the company, including: <ul style="list-style-type: none"> - Product/service - Location of company 	Provides an overview of the company, including: <ul style="list-style-type: none"> - Mission statement - Product/service - Location of company 	Provides a concise overview of the company and why it will be successful. Includes: <ul style="list-style-type: none"> - Mission statement - Product/service - Location of company - Financial information - High level growth plans 	
Company Description (10 points)	Provides some information about the company.	Provides detailed information about the company including its competitive advantage and strengths.	Provides detailed information about the company that outlines the competitive advantages and strengths that will make it successful.	
Market Analysis (10 points)	Identifies industry trends and themes.	Identifies industry trends and themes, and provides insight into how the company will respond.	Shows an understanding of industry outlook and intended target market. Identifies industry trends and themes, and provides insight into how the company will respond to gain market share.	

Organization and Management <i>(10 points)</i>	Demonstrates how the company will be structured and who will run it.	Demonstrates how the company will be structured and who will run it. Describes the legal structure of the business and uses an organizational chart.	Demonstrates how the company will be structured and who will run it. Describes the legal structure of the business, uses an organizational chart, and includes executive team resumes.	
Service/Product Line <i>(15 points)</i>	Describes the product or service that the company will sell.	Describes the product or service that the company will sell. Explains the product/service lifecycle and how it will benefit the customer.	Describes the product or service that the company will sell. Explains the product/service lifecycle and how it will benefit the customer. Plans for intellectual property and research and development are shared.	
Marketing and Sales <i>(10 points)</i>	Describes how a sale will actually happen.	Describes how a sale will actually happen and how customers will be attracted and retained.	Demonstrates how the company will attract and retain customers, and how marketing and sales may evolve through different business cycles.	
Funding Request <i>(10 points)</i>	Identifies how much funding the company will need and what the funding will be used for.	Identifies how much funding the company will need, the length of time the request will cover, and gives a detailed explanation of what it will be used for.	Identifies how much funding the company will need, the length of time the request will cover, and gives a detailed explanation of what it will be used for. Includes a description of future strategic financial plans.	
Financial Projections <i>(15 points)</i>	Provides a prospective financial outlook for the next five years.	Provides a prospective financial outlook for the next five years using graphs and charts.	Provides a prospective financial outlook for the next five years using graphs and charts. Includes the following forecasted items: <ul style="list-style-type: none"> - Income statements - Balance sheets - Cash flow statements 	
Total <i>(100 points)</i>				

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</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 emphasize key points;</p>	10	
Notes						