



Business Plan

Location: Virtual

Chairperson:

Sarah Maokosy, DM
K12 Pathway Coordinator- College of the Sequoias
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Tulare County Office of Education

CONTEST BEGINS: Immediately after registration

CONTEST ENDS: Monday, April 12, 2021

ELIGIBILITY:

Eligibility is limited to teams of up to five students. No individual entries are allowed.

EXPECTATIONS:

Teams will be required to create a business plan for their business idea/concept. Please consider the four steps to starting a business:

1. Identify the Problem.
 - a. What is the problem we are trying to solve?
2. Find a Solution to the Problem.
 - a. How do we plan to solve the problem?
3. Create a Business Model.
 - a. How can we make money?
4. Scale your Business.
 - a. Do we want to grow the business?

SCOPE OF CONTEST:

1. Teams will create a business plan of their business idea.
2. Teams will use the rubric to ensure all components of the business plan are complete.
3. Teams will submit their business plan for review to sarah.maokosy@tcoe.org by **Monday, April 12, 2021**.

JUDGING INFORMATION:

- Contestant teams will be scored and ranked based upon how the business plan fully describes and supports their business concept.
- 1st, 2nd, and 3rd place teams will be awarded with medals.


TIE BREAKER:

- In case of a tie, teams will be required to "pitch" their idea.

EQUIPMENT AND MATERIALS:

- Computer, laptop, or tablet with word processing software is necessary. Use of Google Docs will also suffice.

2021 Business Plan Competition Rubric

 Good 1-3 points	Very Good 4-7 points	Exceptional 8-10 points	Points Awarded	
Cover Page <i>(5 points)</i>	Includes: <ul style="list-style-type: none"> • Company name • School name 	Includes: <ul style="list-style-type: none"> • Company name • Company colors • School name 	Professionally formatted to include: <ul style="list-style-type: none"> • Company name • Company logo • Company colors • School name 	
Table of Contents <i>(5 points)</i>	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 <i>(10 points)</i>	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 <i>(10 points)</i>	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.	
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2020 Business Plan Rubric SoCalGas Entrepreneur Challenge 2020

Organization and Management (10 points)	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 (15 points)	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 (10 points)	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 (10 points)	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.	

<p>Financial Projections <i>(15 points)</i></p>	<p>Provides a prospective financial outlook for the next five years.</p>	<p>Provides a prospective financial outlook for the next five years using graphs and charts.</p>	<p>Provides a prospective financial outlook for the next five years using graphs and charts. Includes the following forecasted items:</p> <ul style="list-style-type: none"> ● Income statements ● Balance sheets ● Cash flow statements 	
<p>Total <i>(100 points)</i></p>				