



### **NCAIED BUSINESS PLAN COMPETITION**

This competition is intended to simulate the real-world process of entrepreneurs seeking start-up funds. The judges will decide which business venture they would most likely fund. The value created by the new product or service, attractiveness of the market opportunity, the competitive advantage of the proposed venture, the operational and technology viability, the capability of the management team, the clarity and persuasiveness of the plan, and the capital requirements and financial forecast all influence the judges' decisions. Ultimately, the winning teams should be the team in which the judges would most likely invest their money.

### **WHO CAN ENTER THE COMPETITION?**

The NCAIED Business Plan Competition is open to teams (2+) who must all be members of UNITY who attend the 2019 National UNITY Conference. The team between 14 to 24 years of age. Business Plans submitted for the competition will be divided into two divisions –

Team Youth High School-Age (14-17) and Team College-Age (18-24). *Age of participants is at time of the business plan submission deadline.*

Teams are required to have at least two (2) people within the same age group/division. You **cannot** have one youth and one college age.

### **WHEN ARE THE BUSINESS PLANS DUE?**

Friday, June 7, 2019 by 5:00pm EST. Email your plan to Ruesh Yazzie at [ruesh@ncaied.org](mailto:ruesh@ncaied.org) in Word or PDF.

### **HOW ARE BUSINESS PLANS JUDGED & WINNERS SELECTED?**

Completed business plans are reviewed by a team of professional experts. This team reads through the business plans and rates them according to a number of criteria and a scoring matrix. The winning teams will be announced and will present "pitch" their plans on **June 7, 2019 at 9:00am during the National Center Youth Entrepreneur General Session at UNITY 2019** in front the attendees.

### **WHAT DO THE WINNING TEAMS WIN?**

Each team (1 high school, 1 college) will receive \$1500. One winner per division.

### **WHAT SHOULD A BUSINESS PLAN INCLUDE?**

A business plan is a written description of the future of your business. It's a document that tells the story of what you plan to do and how you plan to do it. The plan should cover all the important matters that will contribute to making your business a success. Include a paragraph each to cover the following statements:

1. **Executive Summary:** This is a snapshot of your business concept.
2. **Company Description:** Briefly describe what you do.
3. **Market Analysis:** Research on your industry, this is where you identify who your competitors are.
4. **Organization and Management:** List and describe each job in your company. You can include an organizational chart as well.
5. **Service or Product:** In this section, describe the services you are offering or product you are selling.
6. **Marketing & Sales:** Describe how you will promote your product or service. You can do this by answering the 5 P's of marketing.

**BONUS POINTS** – This is optional and can earn your team up to an additional 5 points

7. **Budget & Financial Projections:** How much money will you need to start up your business; 3-5yr budget; and how much do you plan to make.



## **NCAIED BUSINESS PLAN COMPETITION**

### **JUDGING CRITERIA & SCORING MATRIX**

#### **Value Created by the New Product or Service**

What is the new and unique value of product/service?

Is there a clear customer need satisfied?

Is the background explained?

How important is this product/service to customers and other stakeholders?

Is there a prototype or working description of the product/service?

#### **Attractiveness of the Market Opportunity**

How large is the market and how fast is it growing?

Can you be a “significant player” in this market?

What long-run profitability do you expect to see in this market?

Is there a clear market entry strategy?

Can the product/service be successfully monetized?

Is the business model both realistic and viable over the intermediate term (e.g. five to ten years)?

Is the product/service scalable?

#### **Competitive Advantage of the Proposed Venture**

What is the positioning of the product/service in relation to competitors (both direct and indirect)?

Is the product/service favorably positioned in the distribution channel?

Can this product/service be a leader in its market?

Are barriers to entry identified?  
How long will it take you to get to market?

### **Operational and Technological Viability**

How will the product or service be produced and delivered to customers?  
What are the distribution channels?  
Is any intellectual property essential to success?  
How will rights to the intellectual property be secured?  
Are there regulatory hurdles?  
How long will it take to develop the property?  
Are key milestones identified?

### **Capability of Management Team**

What roles will the current team play?  
How will gaps in the management team be filled?  
Have the team members identified key risks and how will they be mitigated?

### **Capital Requirements and Financial Forecast**

What type and amount of capital investment is required?  
Is the investment required all at once or can it be staged?  
Is any intellectual property essential to success?  
Are summary financials provided that include 5 year forecast, revenue, major expenditures and net income?

<b>JUDGING SCORING MATRIX</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Value Created by the New Product or Service</b>					
<b>Attractiveness of the Market Opportunity</b>					
<b>Competitive Advantage of the Proposed Venture</b>					
<b>Operational and Technological Viability</b>					
<b>Capability of Management Team</b>					
<b>Clarity and persuasiveness of the Proposed Venture</b>					
<b>BONUS</b>					
<b>Capital Requirements and Financial Forecast</b>					