

STRUCTURE AND OUTLINE OF THE BUSINESS PLAN

This is how judges will review your proposal (5-8 Pages). Please use this Format:

- 11pt Times New Roman (Standard Black Font Color)
- 1.5 spacing 0/0 (0pt before and 0 after paragraphs)
- 1" margins all around
- Bolded section headers
- Left aligned paragraphs.

Executive Summary

- Overview of the entire plan (example; in the marketing section we (I) did the following.
- Explain why the business will be successful.
- Mission statement (the purpose of the business is to do what? Why does it exist?)
- Vision statement (what is the potential you see for the business? What will it become in future years?)
- Why are you starting the business? What problems does the business solve?
- What are your experiences in the business?

Business Description

- What is the name of the business (why?)
- What is the Location of the business (why?)
- What type of products or services will the business provide?
- Who will the business target (customers serve) with its products or services?
- How will the products or services be helpful to the targeted population?
- How will your business be different (standout) from others in the industry?
- How much cash will you need to start-up?
- How will you raise cash (loan etc.?)

Product or Service Plan

- Describe the product or service the business will provide.
- Are there other products or services like the one provided by your business?
- What is the unique feature (What makes your business products different?) of the company's product or service?
- What is the competitive advantage of the business with regards to the product or service? (What will your business do better than the competition when providing the products or services?)

Marketing Industry Analysis

- Describe the market/industry you plan to enter, for example, who is in there? is it growing? Or shrinking?
- Use statistics (numbers) to show where the market is, where it has been, and where it is expected to go.
- How will the business fit in?
- What is the income level of your potential customers?

Competitive Analysis

- Compare your business to its competitors.
- What are their strengths, weaknesses, opportunities, and threats. (SWOT Analysis)
- How will your business stack up? What are your advantages?
- What may be some challenges that may prevent your business from entering the market?

Marketing Plan

- Product service, or idea?
- Pricing? (How much will your products, service, or idea cost? Describe your prices, cost and why?)
- Promotion? (Digital, social media, internet, door to door, telemarketing)
- Distribution/Place? (How and where will you get your products in the hands of the customer?) how many distributors?
- How will the business let potential customers know about its products or services? (Steps you are going to take to promote your products or services)
- How does the business intend to get the products and or services in front of potential customers?
- How much cash will the business need to implement the marketing plan?

Environmental, Social and Governance (ESG)

- How will the business address environmental issues like climate change? (policies)
- How will business address social issues?
- How will the business address governance issue?

This how the judges will evaluate your proposals.

Evaluation Proposal

- Clear explanation of the business idea.
- Clear description of the business idea.
- Content and information to support each answer to the seven sections.
- Clarity in the content of each section that supports the mission and vision proposed for the business idea.
- Content and information to support each answer to each question in each section.
- Organization of information.
- Economic potential.
- Demonstrates that the participant has knowledge about the industry and the market.
- It demonstrates the feasibility of the idea.
- Potential to attract investors.