

The purpose of the **Start-Up Business Plan Event** is to provide an opportunity for the participant to develop and present a proposal to form a business.



ENTREPRENEURSHIP

The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity.



1 PARTICIPANT



PAGES ALLOWED



PRESENTATION TIME

## EVENT OVERVIEW

- This event consists of the **business plan proposal** describing a business the participant wants to develop and the **oral presentation**.
- This event is for **individual participants** only.
- The body of the written entry must be limited to **11 numbered pages**, not including the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participant may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.



## KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21<sup>st</sup> century skills, in the following categories, desired by today's employers:

- |   |                                    |
|---|------------------------------------|
| ■ Communication and Collaboration       | ■ Creativity and Innovation        |
| ■ Critical Thinking and Problem Solving | ■ Flexibility and Adaptability     |
| ■ Information Literacy                  | ■ Initiative and Self-direction    |
| ■ Leadership and Responsibility         | ■ Media Literacy                   |
| ■ Productivity and Accountability       | ■ Social and Cross-cultural Skills |

A crosswalk is available at [www.deca.org](http://www.deca.org) that shows which 21<sup>st</sup> century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at [www.deca.org](http://www.deca.org) that show which common core standards are supported by participating in each competitive event.



## FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.

**Title page.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

START-UP BUSINESS PLAN EVENT  
 Name of DECA chapter  
 Name of high school  
 School address  
 City, State/Province, ZIP/Postal Code  
 Name of participant  
 Date

The title page will *not* be numbered.

**Table of contents.** The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

**Body of the written entry.** The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and appendix (optional).

Follow this outline when you write your proposal. Points for each section are shown on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY  
One-page summary of the business model
- II. PROBLEM  
List the top three problems your product/service is addressing.
- III. CUSTOMER SEGMENTS  
Who are the target customers?
- IV. UNIQUE VALUE PROPOSITION  
What is the single, clear, compelling message that states why your product/service is different and worth buying?
- V. SOLUTIONS  
What are the top three features of your product/service?
- VI. CHANNELS  
What are the pathways to customers?
- VII. REVENUE STREAMS
  - A. What is the revenue model?
  - B. What are the life time values?
  - C. What is the revenue?
  - D. What is the gross margin?
- VIII. COST STRUCTURE
  - A. What are the customer acquisition costs?
  - B. What are the distribution costs?
  - C. What are the human resources costs?
  - D. Additional costs?
- IX. KEY METRICS  
What are the key activities that must be measured?
- X. COMPETITIVE ADVANTAGE  
What about your product/service means that it cannot be easily copied or bought?
- XI. CONCLUSION  
Specific request for financing, summary of key points supporting the financial request
- XII. BIBLIOGRAPHY
- XIII. APPENDIX  
An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body; these might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc

(Continued on next page)



## CHECKLIST STANDARDS

In addition to following the outline provided, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among the participant teams. Refer to the Written Entry Checklist on page 72 for a complete list of standards.



## PRESENTATION GUIDELINES

- The major emphasis of the prospectus is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participant will present the business plan proposal to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- The participant will spend not more than 15 minutes (after introductions) setting up visual aids and presenting the proposal to the judge. The participant may bring a copy of the business plan proposal or note cards pertaining to the proposal and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the project.
- The participant may use the following items during the oral presentation:
  - not more than three (3) standard-sized posters not to exceed 22<sup>1</sup>/<sub>2</sub> inches by 30<sup>1</sup>/<sub>2</sub> inches each. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
  - one (1) standard-sized presentation display board not to exceed 36<sup>1</sup>/<sub>2</sub> inches by 48<sup>1</sup>/<sub>2</sub> inches.
  - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
  - one (1) personal laptop computer.
  - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
  - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participant will be permitted, and the participant himself/herself must set up the visuals. No set-up time will be allowed. Participant must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.



## PRESENTATION JUDGING

The participant, assuming the role of an entrepreneur, has prepared a plan to form a business. As the judge, you are to assume the role of a potential source of capital for the business.

At the beginning of the presentation (after introductions), the participant will set up any visual aids and present the proposal. Set-up time and presentation time are included in the 15 minutes. Allow the participant to complete this portion without interruption, unless you are asked to respond.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

The Presentation Evaluation Form follows the outline shown in the section entitled Presentation Guidelines, which explains in greater detail what should be discussed in each part. Familiarize yourself with all of the guidelines before starting to evaluate the presentation.

After the presentation, please thank the participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the proposal during the presentation.

**START-UP BUSINESS PLAN  
EVENT, 2016**

Participant: \_\_\_\_\_

**BUSINESS PLAN PROPOSAL AND  
ORAL PRESENTATION**

I.D. Number: \_\_\_\_\_

**EVALUATION FORM**

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>EXECUTIVE SUMMARY</b>						
1.	One-page summary of the business model	0-1-2	3-4-5	6-7-8	9-10	
<b>PROBLEM</b>						
2.	List of the top three problems the product/service is addressing	0-1-2	3-4-5	6-7-8	9	
<b>CUSTOMER SEGMENTS</b>						
3.	Description of target customers	0-1-2	3-4-5	6-7-8	9	
<b>UNIQUE VALUE PROPOSITION</b>						
4.	Description of the single, clear, compelling message that states why the product/service is different and worth buying	0-1-2	3-4-5	6-7-8	9	
<b>SOLUTIONS</b>						
5.	Description of the top three features of the product/service	0-1-2	3-4-5	6-7-8	9	
<b>CHANNELS</b>						
6.	Descriptions of the pathways to customers	0-1-2	3-4-5	6-7-8	9	
<b>REVENUE STREAMS</b>						
7.	<ul style="list-style-type: none"> <li>Description of the revenue model</li> <li>Descriptions of the life time values</li> <li>Explanation of the revenue</li> <li>Explanation of the gross margin</li> </ul>	0-1-2	3-4-5	6-7-8	9	
<b>COST STRUCTURE</b>						
8.	<ul style="list-style-type: none"> <li>Explanation of the customer acquisition costs</li> <li>Explanation of the distribution costs</li> <li>Explanation of the human resources costs</li> <li>Explanation of any additional costs</li> </ul>	0-1-2	3-4-5	6-7-8	9	
<b>KEY METRICS</b>						
9.	Explanation of the key activities that must be measured	0-1-2	3-4-5	6-7	8	
<b>COMPETITIVE ADVANTAGE</b>						
10.	Explanation of why the product/service cannot be easily copied or bought	0-1-2	3-4-5	6-7-8	9	
<b>CONCLUSION</b>						
11.	Specific request for financing, summary of key points supporting the financial request	0-1-2	3-4-5	6-7-8	9-10	
<b>Total Possible Points: 100</b>				<b>Presentation Total Points:</b>		
						<b>LESS PENALTY POINTS:</b>
						<b>TOTAL SCORE:</b>

ENTREPRENEURSHIP  
EVENTS

Judge: A B C D E F G H I J (circle one)