

OVERVIEW

First National Bank has partnered with the Shawnee Mission School District to enable students in grades 10, 11 and 12 to participate in the 2016 First National Bank Business Plan Competition.

The goal of the competition is to encourage students to develop new business ideas and to write and present a business plan for their ideas. It is an opportunity to provide students with good entrepreneurial ideas to put those ideas into motion.

Students will submit their own business plan for either a start-up or early venture company addressing the business concept and incorporating implementation. Each business plan will be judged using a pre-disclosed scoring rubric to determine the top three scores. These three finalists will then present their business plans to a group of First National Bank employees who will also use a scoring rubric to determine the winning placement.

ELIGIBILITY

- Open to sophomores, juniors and seniors currently enrolled in the Shawnee Mission School District
- Only individual student participation is permitted; group business plans will not be accepted.

BUSINESS PLAN SUBMISSION GUIDELINES

- All business plans are due by **Thursday, March 10, 2016 at 4:00 p.m.** to your sponsoring teacher or delivered to:
 Mary Hedrick | SMSD Career & Technical Education Office
 6701 W 83rd St. | Overland Park, KS 66204
- One hard copy of the business plan must be submitted in a 3-ring binder. In the binder include a completed Application, Parent/Legal Guardian Release Form (if under 18 years old), Media Release Form, and Statement of Originality Form.
- Plans are limited to 15 pages plus an additional 5 pages of financial information and/or appendices. Font size for type should not be less than 10 point and plan should be double spaced. Margin should be at least 1-inch on all sides. The cover sheet and table of contents are not included in the 15-page count. Do not staple any part of the application.
- Any additional information about your business, such as flyers, brochures, business cards, marketing materials, etc., must be included as part of your appendices.
- Business plans must be neat, legible, visually appealing and include complete and accurate information about your business.
- The business plan may not contain fabricated information about backgrounds, experience, educational level of author, state of product development, market survey results, sales orders, marketing arrangements, customers, and distributors or vendors.
- Once the business plan has been submitted for the competition, no changes can be made to the document.

INSIDE PACKET

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BUSINESS PLAN REQUIREMENTS

1. Cover Sheet and Table of Contents
2. Executive Summary (one page description of the plan)
3. Introduction
 - a. Type of Business
 - b. Brief Description of the major product/service
 - c. Mission Statement
4. Analysis of Business
 - a. Objectives of Business
 - b. Self-Analysis
 - Personal business experience and training/education in the proposed field
 - Personal business strengths and weaknesses
 - Demonstrated willingness to take risks
 - Brief plan for personal development in the field
5. Market Analysis
 - a. General Data: geographic, demographic, economic
 - b. Competitive Data: present competitors, competitive advantages and disadvantages of the business
 - c. Analysis of potential location (availability of location, cost - rent or buy, traffic patterns, proximity to competition, etc.)
6. Customer Profile and Competition
 - a. Market Segment Analysis
 - b. Target Market (customer profile: age, income level, population estimate, customer needs, social trends)
 - c. Customer buying behavior related to business
 - d. Technical trends
7. Organization
 - a. Type of ownership
 - b. Start-up steps
 - c. Planned personnel needs
 - d. Proposed staffing for managerial, financial, marketing, legal, production
 - e. Organizational chart/brief job descriptions
8. Operating Plan
 - a. Product/Service Information
 - Details of product/service to be offered
 - Potential suppliers
 - Manufacturing plans
 - Inventory policies (if applicable)
9. Marketing Strategies
 - a. Pricing policies: costs, markups, markdowns, relation to competition
 - b. Promotional programs or activities
 - c. Placement
 - d. Media availability (include one-year promotional plan outline)
 - e. Marketing Timeline
10. Financing -- Projected income and expenses
 - a. Projected cash flow for the first year
 - b. Projected cash flow by month for the first year of operation
 - c. Projected balance sheet, end of first year
 - d. Projected three-year plan
 - e. Brief narrative description of planned growth and methods for measuring it, including financial resources and needs.
11. Summary (Summarize key points supporting business plan needs)
12. Bibliography (identify any resources used in preparation of business plan)
13. Appendix (general background data, research data, additional financial data, marketing materials, etc.)

TIPS FOR THE WRITTEN BUSINESS PLAN

- Preparing a business plan will help you to define your objective and will assist in focusing on your goals.
- Use the business plan as a selling tool
- Spell out what your strategies are. Keep in mind that the judges reading your plan do not know any background information about you or your business idea.
- Use simple language. Keep your plan easy to read and easy to understand.
- Don't depend on the uniqueness of your business, a catchy name, or a patented invention.
- Be concise in your wording.
- Identify who you are and how you plan to go about succeeding with your intended business
- Provide a complete assessment of the economics of your business. Conduct research in the business area to help you develop your plan.
- Package your business plan in an attractive manner with a creative cover sheet, visuals, graphs, etc.
- Proofread the plan before submitting it, making sure there are no spelling or grammar mistakes.

ORAL PRESENTATION GUIDELINES

- A panel of judges will evaluate the written plan and select the top three business plans. Students submitting the top three business plans will be required to present their plan to a panel of judges at First National Bank.
- All presentations will be given on Tuesday, April 19, 2016. The time and location of the presentations will be determined by First National Bank when the top three finalists are announced.
- Ten (10) minutes will be provided for the participant to present the business plan. Ten (10) additional minutes will be provided for a follow-up question and answer session. Judges may use that time to give advice, direction, or share experiences that relate to the business plan. Each presenter will have five (5) minutes prior to the presentation for set-up preparation and five (5) minutes after the presentation to dismantle any presentation materials.
- Presenters may use PowerPoint, video or other visual or tangible aids. A projector and projection screen will be available in the First National Bank facility.
- If using a digital presentation (i.e. PowerPoint), the finalists will be required to submit a rough draft of their individual presentation by Tuesday, April 12 to Jennifer Sanborn, First National Bank Marketing Manager, jsanborn@fnbk.com, to determine if the PowerPoint is appropriate, and to offer pointers on how to improve if needed. The final presentation must be submitted to Ms. Sanborn one day prior to the presentation.
- Participants may not observe other presentations or question-and-answer sessions.
- Presentations are not open to the public, including family members.
- Participants must agree to grant rights to be photographed, video taped, audio taped or otherwise recorded for publicity purposes as First National Bank and the Shawnee Mission Public Schools see fit.
- Participants are not allowed to bring food or beverages into the room used for presentations.

TIPS FOR THE ORAL PRESENTATION

KNOW YOUR BUSINESS

It is important that the presenter is thoroughly familiar with all aspects of the business plan.

REVIEW THE SCORING RUBRIC

Review the scoring rubric so you are aware of what the judges will be looking for in your presentation.

PRACTICE

Practice your presentation in front of a mirror, to your parents, friends and/or teachers. This will help you to feel confident and to find your presentation style. It is also a great way to get feedback to make certain that your presentation makes sense. Be sure to use your visual aids while practicing so that you are comfortable with the technology being used.

BE PREPARED TO ANSWER QUESTIONS

Identify possible questions prior to the presentation and be prepared to answer the questions. Questions can be related to any aspect of your business, written plan, or oral presentation. Be familiar with concerns of business today (interest rates, outsourcing, etc.), current events and how they may affect your business (cost increases on supplies, customers, market availability, etc.), and who your customers might be.

NOTES

Using notes is allowed. Avoid facing the screen or using the PowerPoint presentation as your notes.

GENERAL COMPETITION RULES

- Each student may submit only one business plan to the competition.
- The business plan must be for a start-up or early venture company and must address the entire business concept (including implementation).
- Students must adhere to the Shawnee Mission Schools code of conduct for school activities.
- First National Bank and the Shawnee Mission Schools cannot accept responsibility to protect the intellectual property or other rights of participants. Do not include trade secrets or confidential information in your submission. Additionally, it is the responsibility of each participant to determine if the business plan idea or concept is the property of any other person or organization.

PRIZES

First Place
\$2,500 Scholarship

Second Place
\$1,500 Scholarship

Third Place
\$1,000 Scholarship

2016 IMPORTANT DATES

Tuesday, January 26
Intent to Participate
Information Email Due

Thursday, March 10
Written Business Plan Due

Tuesday, April 5
Notification of Top
Three Finalists

Tuesday, April 12
PowerPoint Presentation
Rough Draft Due

Tuesday, April 19
Top Three Finalists Business
Plan Presentations

Week of April 25-29
Announcement of Winners

*Dates are subject to change.

HOW WILL THE PLANS BE JUDGED?

- The first-round of judging will be based on the completeness of the application, the submission of required forms, and the content, creativity and presentation of the business plan submitted. Judging will take place March 28-April 1, 2016. Please review the rubric included in this packet for scoring information.
- Three business plan finalists will be selected from the initial round of judging, and will be notified by April 5, 2016. These finalists will participate in a second round of competition by presenting their business plan and idea to a panel of judges from First National Bank. The presentations will be judged on content and creativity. Please refer to the rubric included in this packet for scoring information and the guidelines below.

CONTACT INFORMATION

Jennifer Sanborn
Marketing Manager | First National Bank
jsanborn@fnbk.com | 913.266.9345

Mary Hedrick
SMSD Career & Technical Education Office
maryhedrick@smsd.org | 913.993.8728



First National Bank

MEMBER FDIC



Shawnee Mission School District

WRITTEN BUSINESS PLAN SCORING RUBRIC RATING SHEET

Business Name _____

Judge Name _____

| Evaluation Item | Excellent 4 | Good 3 | Average 2 | Poor 1/0 | Points Earned |
|---|----------------|-----------|--------------|-------------|------------------|
| Cover Sheet and Table of Contents | | | | | |
| Executive Summary (one page) | | | | | |
| Introduction <ul style="list-style-type: none"> • Description of business/type of business • Description of product/service | | | | | |
| Analysis of Business <ul style="list-style-type: none"> • Objectives of business • Analysis of self | | | | | |
| Market Analysis | | | | | |
| Customer Profile and Competition | | | | | |
| Organization <ul style="list-style-type: none"> • Type of ownership • Staffing needs, start-up steps • Organizational chart | | | | | |
| Operating Plan <ul style="list-style-type: none"> • Product/service detail | | | | | |
| Marketing Strategies <ul style="list-style-type: none"> • Pricing Policies • Promotional activities • Media | | | | | |
| Financial Analysis <ul style="list-style-type: none"> • Cash flow information • Balance sheet • Projected plan • Narrative about growth | | | | | |
| Summary | | | | | |
| Bibliography/Appendix | | | | | |
| Overall Appearance | | | | | |
| Conciseness | | | | | |
| Completeness | | | | | |

TOTAL POINTS EARNED _____
60 points maximum

ORAL PRESENTATION SCORING RUBRIC RATING SHEET

Business Name _____ Judge Name _____

| Evaluation Item | Excellent 4 | Good 3 | Average 2 | Poor 1/0 | Points Earned |
|-------------------------------|----------------|-----------|--------------|-------------|------------------|
| Opening | | | | | |
| Content of Presentation | | | | | |
| Effectiveness of Presentation | | | | | |
| Summary | | | | | |
| Answers to Questions Asked | | | | | |

TOTAL POINTS EARNED _____
20 points maximum

COMMENTS:

Please provide positive feedback and areas of improvement in a constructive manner regarding your analysis of the presentation.



2016 FIRST NATIONAL BANK BUSINESS PLAN COMPETITION

for Shawnee Mission High School Students

APPLICATION

Name of Business: _____

Student Name: _____

Street Address: _____

City/State/Zip: _____

Home Phone: _____ Alternate Phone: _____

E-mail Address: _____

Date of Birth (month/day/year) _____ Male Female

Name of High School _____ Grade Level: _____

Name of Sponsoring Teacher _____

Teacher Email _____ Teacher Phone: _____

STATEMENT OF ORIGINALITY

STUDENT VERIFICATION:

I attest that the research for the 2016 First National Bank Business Plan Competition was conducted solely by me and that the work resulting from my effort is original.

Student Name (printed) _____

Student Signature _____ Date _____

SPONSORING TEACHER VERIFICATION:

I have read the business plan being submitted and verify it reflects the above-named student's original work.

Sponsoring Teacher Name (printed) _____

Sponsoring Teacher Signature _____ Date _____



2016 FIRST NATIONAL BANK BUSINESS PLAN COMPETITION

for Shawnee Mission High School Students

PARENT/LEGAL GUARDIAN RELEASE

I am the parent/legal guardian of (student name) _____. I hereby provide permission for my child to participate in the 2016 First National Bank Business Plan Competition for Shawnee Mission High School Students. I understand that information and materials provided by my son/daughter/ward in connection with the business plan submission may be provided to judges for review. I release and hold harmless First National Bank and Shawnee Mission School District and their agents and employees from any claims of infringement, invasion of privacy or misappropriation arising from the use of materials or information for the purposes of this competition.

Parent/Legal Guardian Name (printed) _____

Parent/Legal Guardian Signature _____ Date _____

Home Phone: _____ Alternate Phone: _____

MEDIA RELEASE

I hereby consent and agree to the taking of photographs, audio or video of my child/ward by the Shawnee Mission School District and/or First National Bank during the 2016 Business Plan Competition.

I also grant the right to edit, use and reuse said media for public relations to create awareness of the current and all future First National Bank Business Plan Competitions. I further consent and agree that the name of my child may be revealed therein or by descriptive text or commentary. I also hereby release the Shawnee Mission School District and First National Bank and their agents and employees from all claims, demands, liabilities whatsoever in connection with the above.

Parent/Legal Guardian Name (printed) _____

Parent/Legal Guardian Signature _____ Date _____