



## WHAT IS THE BUSINESS PLAN COMPETITION?

The AIBL Business Plan Competition is an opportunity for AIBL Chapter members to increase their knowledge and enhance their business, entrepreneurial, and academic experience. The goal is to prepare students for business and entrepreneurship opportunities in the future.

The competition is intended to provide an educational experience for AIBL Chapter members by learning the process of creating and presenting a business plan. Each business plan will be created through the efforts of all participating AIBL Chapter members with the guidance of their AIBL Chapter Advisor, and will be presented as a team at the 2016 National AIBL Conference. AIBL Business Plan Competition participants are under no obligation to implement their plans.

## KEY DATES FOR THE 2016 COMPETITION

<b>February 5, 2016</b>	<b>Certifications, Agreements and Registration Form Due</b>
<b>February 18, 2016</b>	<b>Requests for Technical Assistance are due</b>
<b>March 11, 2016</b>	<b>Conference Registration forms are due</b>
<b>March 18, 2016</b>	<b>Business Plans are due</b>
<b>April 8-9, 2016</b>	<b>Presentations for Judge's Panel</b>

## WHO SHOULD PARTICIPATE?

- ✓ **NEW:** Students that want to help a local Native American existing business or entrepreneur write a business plan (extra points awarded!)
- ✓ Students with an idea to start a business
- ✓ Students who have started a business as a Chapter
- ✓ Students who have an investment idea
- ✓ Students interested in enhancing their conceptual, organizational, and written and oral presentation skills
- ✓ Students that wish to demonstrate their ability to clearly communicate an idea to a group of experts and peers

# AIBL BUSINESS PLAN COMPETITION | 2016



**Pages Allowed**



**Power Point Presentation**



**Minutes Early**



**Present**

## THE STRUCTURE OF THE COMPETITION

**Step 1 – Submit Business Plans and Registration form:** Submit one copy of your complete Business Plan, not to exceed 25 pages (excluding the cover page, table of contents, and appendices). Each participating AIBL Chapter (team) must include the Certificate and Agreements/Registration Form found on page 13 of this packet. Please see the Submission Requirements section on page 5 of this packet for more details.

**Step 2 – Power Point Presentation:** Bring your own Power Point Presentation to the Conference on a USB (Flash/Thumb) drive.

**Step 3 – Arrive Early:** Teams should be in their designated presentation room 30 minutes early to check in with the competition coordinator and positively support their AIBL colleagues.

**Step 4 – Present Your Business Plan:** All confirmed entries will be required to present their business plans in person before the judging panel at the National Leadership Conference in Chandler, AZ.

## PRIZES

Through the generous support of our 2016 Conference sponsors, the AIBL Business Plan Competition will recognize competition winners with cash and in-kind awards.

All monetary awards will be made payable to the winning AIBL Chapter. Each Chapter will decide how the prize money will be distributed. No checks will be made to individuals under any circumstances.

Cash prizes will be awarded as follows:

<u>Category</u>	<u>1<sup>st</sup> Place</u>	<u>2<sup>nd</sup> Place</u>	<u>3<sup>rd</sup> Place</u>
Pre – College	\$ 1,000.00	\$ 500.00	\$ 250.00
Tribal College	\$ 1,000.00	\$ 500.00	\$ 250.00
College / University	\$ 1,000.00	\$ 500.00	\$ 250.00



## WHO IS ELIGIBLE?

- AIBL Chapters current with their membership
- Native student-based business clubs are eligible but will be required to submit a dual affiliation and AIBL Chapter application before the submission deadline

## COMPETITION DIVISIONS

There are three business plan competition divisions for the 2016 Conference:

- Pre-College
- Tribal College
- College / University

Note: Pre-College division is high school and middle school AIBL chapters combined in one division. Tribal College and College/ University category may be combined into one category if three business plans from each category are not received.

## JUDGING

AIBL Business Competitions are judged by a mix of philanthropists, venture capitalists, finance officers, and entrepreneurs. Judges are asked to evaluate the plans based upon their potential to become a viable new venture and will focus on the plan or idea, its potential for value creation, and the likelihood of achieving success based upon the team's plan and presentation.

## TECHNICAL ASSISTANCE

AIBL Business Plans are now eligible to receive professional technical assistance from an unbiased qualified technical assistance provider through the National AIBL Office. In order to be eligible to receive assistance, the Chapter's Business Plan must be 80% complete. Plans that are less than 80% complete are not eligible for review. The technical assistance goal is to give the Business Plans additional guidance in areas that may be weak: Marketing, Financial, Competitive Analysis, etc. The purpose is to give constructive feedback before the plans are submitted for competition so that Chapter members are able to increase their skill sets by developing portions of the business plan they may not have experience with.



To request technical assistance, the Team Lead should email [info@aibl.org](mailto:info@aibl.org) before March 7<sup>th</sup> to request services for Business Plans that are at least 80% complete.



## HOW TO GET STARTED

An important first step is to designate one AIBL Chapter member from the team as the Team Leader. Your Team Leader will manage all communications and logistics for the team, including any written, verbal, or electronic communications with the National AIBL staff.

The Team Leader's responsibilities include:

- Submitting your team's completed Business Plan with Chapter registration form
- Ensuring that all submissions are made by the deadline
- Ensuring that all submissions meet AIBL BPC guidelines
- Knowing **when** and **where** Teams must meet during BPC and make it happen
- Check in and submit team's PowerPoint presentation to competition coordinator

## GENERAL REQUIREMENTS

You must submit a business plan following AIBL's Content Guidelines below:

1. You may also choose to work with an existing Native American business or Native American entrepreneur to create an actual business plan for their existing business or business idea (extra points).
2. Your business plan can describe a current or planned Chapter owned and operated business. To be considered a Chapter effort, your Chapter Business Venture must involve, at minimum, two AIBL Chapter members.
3. We will also accept individual's business plans only if the AIBL Chapter agrees to use this plan as a way to help individual members start their own business.
4. Your business must offer a tangible product(s) or service that you can market and sell. Ideally, the competition is for new, independent ventures in the seed, start-up, or early growth stages.
5. No AIBL Chapter can submit a previously submitted business plan.
6. There is no limit on the number of business plans submitted from each Chapter. Just remember that you will be competing against one another, as each plan will be considered independent.
7. This competition is intended primarily for student-created and managed ventures. Students are expected to:
  - a. be a driving force behind the new venture
  - b. have played a major role in developing and submitted the business plan
  - c. participate in the presentation at the conference



### SUBMISSION AND REGISTRATION INSTRUCTIONS

We are requiring that all business plans be submitted online in one Adobe (PDF) formatted file. NO OTHER FORMATS WILL BE ACCEPTED. It is your responsibility to verify that we receive your plan; all plans submitted and accepted by the National office will receive a confirmation email. Online business plan submissions must be labeled in the following naming convention: 2016AIBL\_BPC\_ (Name of your school).pdf. Please note that only **one file** will be accepted. If your plan has multiple files, please combine all files into one .pdf file for submission. If the file is too large to email, send via google drive.

Each AIBL Chapter business plan team may submit their business plan(s) and registration forms to [info@abil.org](mailto:info@abil.org). All application documentation must be received electronically by the AIBL office on **March 18, 2016** by midnight (MST).

### FORMAT REQUIREMENTS

1. Business plan submissions must contain an executive summary of no more than one page that is a summary of the business model.
2. The body of the business plan CAN NOT exceed 25 pages in length, single-spaced, excluding the cover page, table of contents (2 page limit), and appendices.
3. There is a 10 page limit for financial statements and appendices.
4. File submissions should NOT exceed a **35 page maximum**.
5. Plans MUST be typed, single-spaced, and in the following format including cover, text, charts and graphics:
  - 1 inch top & bottom margins
  - 1 inch left & right margins
  - Times New Roman Font (12 Font)



## PRESENTATION INSTRUCTIONS



**Pages Total  
Allowed**



**Power Point  
Presentation**



**Technical  
Assistance**

1. **2016 Reminders:** You can write a plan for a fictitious business or a plan for an actual business that will be owned by a Native American individual. The page limit increased from 20 to 25 this year. **Bonus points will be awarded to plans that are created to support an actual business.** Additionally, **technical assistance** is available for Business Plans that are at least 80% complete by March 7<sup>th</sup>, 2016.
2. **Your Business Plan Competition Power Point Presentation** must be in the *Microsoft PowerPoint* format. Presentations must be accessible by a USB (flash/thumb) drive and labeled using your AIBL Chapter name. The Business Plan Competition Power Point Presentation is not submitted electronically. **Teams are responsible** for bringing their presentations with them to the Conference.
3. A laptop computer and LCD projector will be provided for your team to use during your presentation. Due to limited time, you will not be allowed to use your own equipment.
4. Your oral presentation must **not exceed 18 minutes**. A time keeper will notify you at the 2 minutes remaining mark. When your time is up, your presentation must stop, at this time there will be a three minute period for questions and answers between the presenters and the judging panel.
5. A panel of entrepreneurs, financial professionals, educators, and tribal leaders will judge the business plans submitted for this competition.
6. Business Plans will not be returned to your chapter. Contents of the plan will be held strictly confidential.



**Presentation  
Time**



## SUMMARY OF PRESENTATION INSTRUCTIONS

- At least 2007 version of PowerPoint, no exceptions
- File name should include your AIBL Chapter name
- PowerPoint presentations must be saved on a USB (flash/thumb drive) and tested before the National AIBL Conference
- 4 printed copies of your presentation slides to hand out to judges prior to presenting
- Arrive 30 minutes prior to scheduled time to present
- A minimum of two AIBL Chapter members on each team must present
- Presentation duration CANNOT exceed 18 minutes
- Professional business attire only



## CONTENT GUIDELINES

Sections must be organized and contain the following information:

### 1. Executive summary

This section should:

- Provide an enthusiastic snapshot of your company, explaining who you are, what you do and why
- Provide a summary of the business model
- Be one page in length and written last

After reviewing this section the reader should:

- Want to learn more about your business
- Have a basic understanding about your company

### 2. Table of contents

### 3. Body of the document

#### A. Business description

This section should include:

- Mission statement (business purpose)
- Company vision (statement about company growth)
- Business goals and objectives
- List of key company principals

After reviewing this section the reader should know:

- Who the business is and what it stands for
- Your perception of the company's growth & potential
- Specific goals and objectives of the business
- Background information about the company

#### B. Description of products and services

This section should:

- Describe the products and services  
Explain how the products and services are competitive
- If applicable, reference a picture or brochure of your product/service, which would be included in the plan's appendix

After reviewing this section the reader should know:

- Why you are in business
- What your products and services are and how much they sell for



- How and why your products & services are competitive

## **AIBL BUSINESS PLAN COMPETITION | 2016**

### **CONTENT GUIDELINES**



#### **C. Definition of the market**

This section should:

- Describe the business industry and outlook
- Define the critical needs of your perceived or existing market
- Identify the target market
- Provide a general profile of the targeted clients/customers
- Describe the anticipated share of the market

After reviewing this section the reader should know:

- Basic information about the industry you operate in and the customer needs you are fulfilling
- The scope and share of your business market, as well as who your target customers are

#### **D. Organization and management**

This section should:

- Provide a description of how your company is organized, as well as an organizational chart if available
- Describe the legal form of organization of the business (proprietorship, partnership, corporation, LLC, etc.)
- Identify necessary or special licenses and/or permits
- Provide a brief bio description of key managers within the company

After reviewing this section the reader should know:

- The legal form of ownership for your business.
- Who the leaders are in your business as well as their roles
- The general flow of operations within the firm

#### **E. Marketing and sales strategy**

This section should:

- Identify and describe the market : who are the customers and what the demand is for the products & services
- Describe the channels of distribution
- Explain the sales strategy, specific to pricing, promotion, products, and place (4 P's of Marketing)

After reviewing this section the reader should know:

- Who your market is and how you will reach it
- How your company will apply pricing, promotion, product diversification and channel distribution to sell your products and services competitively



### F. Financial management

This section should include:

- Estimate of start-up costs
- Projected balance sheet (1 year forward)
- Projected income statements (1 year forward)
- Projected cash flow statement (12 months forward)

After reviewing this section the reader should:

- Have a good understanding regarding the financial capacity and/or projections for your company

### 4. Appendix

- Supporting documents; i.e., a picture or brochure of your product/service, bio of the local Native American existing business or entrepreneur, etc.

## EVALUATION CRITERIA

The judges will be given a standard scoring sheet to evaluate your plan and on-site presentation. The scoring sheet is outlined here for your review.

Please note that an additional **10 bonus points** will be awarded to Chapters that work with actual entrepreneurs to create a business plan.

## JUDGES EVALUATION

Chapter Name: \_\_\_\_\_ Plan Name: \_\_\_\_\_

**Point Assignment: 5 & 10 scales**

(0 – 1) (0 -- 3) Some of the essential components are missing.

(2 – 3) (4 -- 6) Most components are included but some are unclear.

(4 – 5) (7--10) All components are included and clearly stated.

<b>Score Card Part I</b>	<b>Points Allowed</b>	<b>Points Awarded</b>
<b>Executive Summary:</b>	0-5	
Critique:		
<b>Business Description:</b>	0-5	
Critique:		
<b>Definition of the Market:</b>	0-5	
Critique:		
<b>Definition Products and Services:</b>	0-5	
Critique:		
<b>Organization and Development:</b>	0-5	
Critique:		
<b>Marketing and Sales Strategy:</b>	0-5	
Critique:		
<b>Financial Management:</b>	0-10	
Critique:		
<b>Overall Plan:</b>	0-10	
Critique:		
<b>Part I – Total Possible Points = 50</b>		

Judges Name or Initials: \_\_\_\_\_

Chapter Name: \_\_\_\_\_ Plan Name: \_\_\_\_\_

**Point Assignment: 5 & 10 scales**

(0 – 1) (0 -- 3) Some of the essential components are missing.

(2 – 3) (4 -- 6) Most components are included but some are unclear.

(4 – 5) (7--10) All components are included and clearly stated.

<b>Score Card Part II</b>	<b>Points Allowed</b>	<b>Points Awarded</b>
<b>Market Opportunity:</b> There is a clear market need presented as well as a way to take advantage of that need. Critique:	0-5	
<b>Distinctive Competence:</b> The business provides something novel/unique that gives it a competitive advantage in its market. Critique:	0-5	
<b>Management and Organization:</b> The entrepreneur(s) can effectively develop this company and handle the risks associated with the venture. Critique:	0-5	
<b>Financial Understanding:</b> The entrepreneur(s) has a solid understanding of the financial requirements of the business. Critique:	0-5	
<b>Investment Potential:</b> The business represents a real investment opportunity in which you would consider investing. Critique:	0-5	
<b>Sustainability:</b> The business idea improves the environment or addresses how the business will be energy efficient. These actions could include preserving clean air, water, and soil; reducing waste; improving energy efficiency or developing renewable energy ideas; and promoting healthy living for people and communities. Critique:	0-5	
<b>Oral Presentation:</b> Presented the venture in a logical, persuasive manner, and answered questions well. Critique:	0-20	
<b>Part I – Total Possible Points = 50</b>		

Judges Name or Initials: \_\_\_\_\_

Chapter Name: \_\_\_\_\_ Plan Name: \_\_\_\_\_

## BUSINESS PLAN FINAL SCORES

Total Points Awarded Section I (of 50): \_\_\_\_\_

Total Points Awarded Section II (of 50): \_\_\_\_\_

10 BONUS Points for working with an entrepreneur (of 10): \_\_\_\_\_

**Total Overall Points for Business Plan (110 Total)** \_\_\_\_\_

**Notes, Critique, and/or Advice:**

Judges Name or Initials: \_\_\_\_\_

## AIBL BUSINESS PLAN COMPETITION 2016 CERTIFICATIONS, AGREEMENTS, AND REGISTRATION FORM

By submitting a Business Plan to the 2016 AIBL Business Plan Competition, each contestant listed below agrees to the following conditions:

**Originality of Plan** – The ideas and concepts set forth in the original work of the contestants and that no Contestant is under any agreement or restrictions which prohibit or restrict his or her ability to disclose or submit such ideas or concepts to the Competition.

**Compliance with the Eligibility Guidelines of the Competition** – Each Contestant has reviewed the Eligibility Guidelines and by his or her signature below certifies that this entry and the team (chapter) or individual it represents complies with the Guidelines and agrees to abide by the Guidelines. Each Contestant also certifies that the venture had no revenues and raised no outside equity capital and/or did not undertake any other formal startup activities prior to the current academic year.

**Waivers and Releases** – Each contestant understands that AIBL, each of the co-sponsors, judges, mentors, co-organizers (the “Competition Officials”) and its directors, officers, partners employees, consultants, and agents (collectively “Organizer Representatives”) are volunteers and are under no obligation to render any advice or service to any Contestant. The views expressed by the judges, co-sponsors, co-organizers, and the Organizer Representatives are their own and not those of AIBL or any other person or entity.

### PLEASE COMPLETE THE FOLLOWING SECTION AND SUBMIT THIS FORM WITH YOUR BUSINESS PLAN

AIBL Chapter (Team) Name: \_\_\_\_\_

Business Concept Idea: \_\_\_\_\_

Working with an entrepreneur? Yes / No

Team Lead Name: \_\_\_\_\_ Team lead email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

**List all team members:**

Name:	Email Address:

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

# **AIBL BUSINESS PLAN COMPETITION | 2016**

## **CONTACT INFORMATION**



**If you have any questions, please direct all inquiries to:**

**AIBL National Office:**

Phone: 406-243-2298 or 406-243-4879

**Email Address:**

[info@aibl.org](mailto:info@aibl.org)