



**Motley Rice & Mark Motley Foundation
Business Plan Competitions
Presented by YEScarolina**

JUDGE INSTRUCTIONS

Welcome and Thank You!

Through the generosity of the Motley Rice Law Firm the first place winner of the Regional Competition will receive \$1,000 seed money. The runner-up will receive \$500 and the third-place winner will receive \$250. All 5 finalists will be invited to move on to the Mark Motley Foundation Statewide Competition.

Students from all over the state of South Carolina will compete for their chance to win seed money at the Statewide Competition. Through the generosity of the Mark Motley Foundation, the first place winner will receive \$3,000 seed money. The runner-up will receive \$2,000 and the third-place winner will receive \$1,000. The lucky first & second place winners of the State competition will be invited to compete in the Network For Teaching Entrepreneurship's National Challenge. This unforgettable experience includes an all-expense paid trip and a chance to win \$25,000 in cash and prizes.

YOUR ROLE is to evaluate these young entrepreneurs' presentations of their Business Plans as though you were a venture capitalist considering an investment. Some students may be operating the business they are presenting. **Having already started the business is of secondary importance to the overall quality and thoroughness of the business plan.** Avoid giving extra "weight" to a plan that is operational versus a well thought-out and presented business idea.

THE PRESENTATION: Challenge contestants will make an oral presentation of their business plan, accompanying a PowerPoint display.

You will have a photocopy of each PowerPoint presentation, and are encouraged to make notes. Note: The students may have made changes during the time leading up to the competition, try to focus on what's presented the day of.

Each student will have 8.5 minutes to present his or her business plan. Time will begin after they individually introduce themselves to each judge and present them with any business cards or flyers. Each student is able to add in an extra slide at the very beginning of their presentation for an introduction. This can be video. This is not included in their 8.5 minutes and the maximum time that can be spent on a video is 30 seconds. Please allow the participants to complete this portion without interruption.

After the student has finished presenting, judges will have 4 minutes to ask questions. Then, the judges will have approximately 2.5 minutes to tally up their scores and leave any feedback.

A timekeeper will monitor the presentation with a stop-watch, holding up signs at the appropriate 5 minute, 3 minute and 1 minute interval. **Time limits will be strictly observed.**

Remember: we ask you to evaluate *both* the caliber of the presentation and the underlying potential of the business idea.

Please recognize that the business plans you judge are for student businesses. The size and complexity of the plans will be appropriate to the financial and business resources available to a young person. Our purpose is to help young people develop the entrepreneurial mindset and skills portfolio that will serve them in various aspects of life.

JUDGES SCORING: During each presentation, please use the Judging Form to register a preliminary score for each of the subsections and then add the subsection scores for a preliminary total score. You will score the presenters in five different categories, each one weighted differently. **Using a pencil for preliminary scoring is encouraged.** As the presentations progress, you may modify your ratings based on your further evaluation and on how each plan compares to the others you see.

After the final presenter has presented, the students, teachers, and any guests will clear the room to allow judges to consult with each other.

Upon further reflection and after listening to the opinions of fellow judges, each JUDGE will have the right to change his/her preliminary scores once. Once changed, the scores are final. The Room Monitor will then collect the final score sheets and tabulate, taking into account the penalty points, to produce the final ranking. The Room Monitor will write the first, second, and third places winners on the Winner Form, and return to a YEScarolina staff member. **There can be no ties.**

At the end of the session, please take a moment to **complete a Judges' Feedback Form for each presenter.** Your praise and constructive feedback are extremely important to the young entrepreneurs as they continue to develop their businesses.

Thank you again for volunteering your time, your expertise, and your enthusiasm to be a judge. Your participation is very much appreciated!

JUDGING CATEGORIES and CONSIDERATIONS

1) Opportunity Recognition

Slides: Name of Business, Problem/Unmet Need, Solution/How Business Fills Need, Description of Product/Service, Qualifications

Is there a clear understanding of the consumer need and an explanation of how the product will meet those needs with data to support? Does the student provide three or more compelling qualifications for running the business? Are there clear explanations of plans for the production and/or delivery?

2) Market Research

Slides: Market Analysis, Competition

Is there a clear understanding of the market, market size, and target market? Does the student explain the demographic, geographic, and psychographic qualities of their target market? Are the competitors described, including their strengths and weakness? Does the student explain how they will excel compared to competitors?

3) Financials and Operations

Slides: Business Model, Sales Projections, Start-Up Funds

Is there a clear definition of the unit product, cost of goods sold, and pricing strategy? Is the description of variable costs detailed and reasonable? Is the statement of fixed costs clear and does it make sense? Is the entrepreneur making reasonable sales assumptions? Are the sales projections and monthly cost-flow analysis detailed? How reasonable is the projected yearly income? How favorable is the ROI?

4) Marketing and Sales

Slides: Promotion and Sales

Does the student outline several promotional methods, both physical and digital? Is there research of the effectiveness of those methods? Does the entrepreneur describe feasible sales methods for their promotion? Is there supporting research in regards to their feasibility and seasonality?

5) Slide Layout and Presentation Skills

Are the presenter's stage presence and delivery clear, audible, relaxed and confident through command of material? Does the student speak knowledgeably and enthusiastically, and appear professional (dress, behavior)? Did the entrepreneur establish a rapport with judges and audience (e.g. smile, eye contact, humor, and handshake), present information in a logical, persuasive manner, and provide a professional-looking PowerPoint presentation and marketing materials (contestants are limited as to what they may present)? Does the student clearly restate the judges' questions to clarify before providing a clear, concise, and well-considered answer? Do the slides include relevant images, complimentary color choice, and limited animation?