



*YEScarolina's 7th Annual Mark Motley Foundation State Business Plan Competition
Will Be Held on Friday, May 4th at College of Charleston School of Business*

Why You Should Come

Top three winners will receive seed money. First place receives \$3,000; second place \$2,000; third place \$1,000. First and second place winners also receive an all-expense paid trip to New York City for five days. Please promote this in your entrepreneurship class! The first and second place winners of the YEScarolina State Competition, as well as their entrepreneurship teachers, will win an all-expense paid trip to New York City. This exciting trip will include an educational and entertaining experience perfectly suited for the budding entrepreneur. There will be an opportunity to meet local entrepreneurs in The Big Apple and explore all the big highlights of the city. The grand prize winner's excursion is scheduled for departure on Thursday, June 21st and returning Monday, June 25th and includes the following:

- **Flight:** Round-trip air ticket to NYC
- **Hotel:** 5-day/4-night stay at [Le Parker Meridien Hotel](#)
- **Package:** Broadway Ticket to [The Lion King](#) and dinner at [Shake Shack](#), [NYC Hop On Hop Off Bus](#) Ticket for 4 days with a night bus tour of city and Brooklyn, Guided Tour of [The New York Stock Exchange](#) with a Financial Expert, Tour of the [United Nations](#), [9/11 Memorial & Museum](#), [Statue of Liberty](#), [Top of the Rock Observation Deck](#), Meet and Greet Session with Successful NYC Entrepreneurs, Walking Tour in Central Park, and Shopping in Times Square, 7th Avenue, and World Trade Center.

Where It Will be Held

The 2018 State Competition will be held in the Beatty Center at the College of Charleston. This is the site for the School of Business located at 6 Liberty Street in downtown Charleston. There are parking garages located at 34 St. Philip Street and 12 St. Philip Street near the Beatty Center. Lunch for the students and teachers will be provided; however, we cannot provide lunch for everyone. There is Jimmy John's, Chipotle, Moe's, Subway, and many other restaurants located nearby on King Street

for family members and friends. Preliminary Round begins at 9am followed by a Semi-Final round at 1pm and the Finals at 3pm.

What to Bring

- ✓ Student PowerPoints (must bring on a USB)
- ✓ Student Media Release Forms
- ✓ Student Permission Slips
- ✓ Student W-9 Forms

The forms will be sent out in March for students to fill out. At the time we send them, we will also require a deadline for them to be submitted. If the forms are not submitted on time, we cannot accept students at the competition due to legal requirements that are beyond our limitations.

Attached is an updated rubric with what competition judges will be grading. Students should dress in business professional attire and need to bring a version of their own PowerPoint on a USB.

Business Plan Competition Student Preparation

Checklist for Final Submission of Business Plan and Presentation Preparation

During the In-Class and State Business Plan Competitions, students are expected to do a full presentation with their Business Plan PowerPoint. Below are tips to help students prepare for this type of presentation and competition.

- **PRACTICE, PRACTICE, PRACTICE!** Students should practice their presentation in front of a variety of people (teacher, classmates, parents, mentors). Make sure to practice making eye contact, speaking loudly, and not reading from slides. The student should speak to the slides versus crafting a detailed script, but it can start by having students draft note cards, a word document, or use the “Notes” section of their PPT template to capture their ideas. Talking points should contain any type of creative hook and then one to two pieces of key information they need to deliver for each slide. The written business plan can be the jumping off point for pulling bullet points to create the talking points. In practicing talking points, students need to check their timing. Students have 8.5 minutes to deliver their slides including the 30 second elevator pitch. They need to decide which slides will require more description and more time and which slides require less.
- Remember not to rush any slides and to clearly communicate your explanation convincingly. Your goal is to have the judge to buy what you are pitching! The problem that students are solving and their explanation of their product or service is the most important piece to present well. You may have a product sample for your retail business or a flyer that explains your service business to the judges. Make sure that the judges know exactly what your business sells. If students clearly articulate and engage people in a description of their business, then they are 80% on the way there.
- Double Check the PowerPoint thoroughly for TYPOS. Have another adult or English teacher check too.
- Consider removing ANIMATION from the PowerPoint. Make sure to remove a timer if one was used to practice.
- Make sure the MASTER SLIDE DESIGN, BACKGROUND PHOTOS and FONTS are not making it difficult for judges to read the slides. The slides don't need to be plain, but the less distraction, the better. Look at the slides in dim light to ensure that everything can be seen clearly. It is very important to have contrasting colors concerning background color and text font color.
- Try not to have too many words on the slides. Judges do not have time to read paragraphs of information.
- Check math to ensure that all the numbers are consistent (price, COGS, number of units sold). You can have an accounting or a math teacher to check your figures.
- Make sure to identify key information from each slide to be delivered. Especially with the financial slides, highlight the important pieces that people should know (Selling Price, Gross Profit, Net Profit).

- Come dressed professionally (Suit or Dress Shirt and Tie; Blouse and Dress Pants or Skirt).
- Bring a final business plan on a jump drive for emergency situations.
- Bring samples, examples or show pictures of product/service to show judges what your business is all about.
- Show students the rubric that the judges will be using which is located on the next pages.

YEScarolina Business Plan Competition Rubric

Judges Name: _____

Entrepreneur: _____ Business Name: _____

On a scale of 1-5 (1 being the lowest and 5 being the highest): please complete the following:

PROFESSIONALISM

Professional Appearance: the entrepreneur has a professional appearance (shirt tucked in, professional attire, no gum chewing, no hat, etc.)

Professional Introduction: the entrepreneur acts professionally (introduces him/herself properly, firm hand shake and maintains eye contact, gives name of company, hands out business cards, etc.)

1 2 3 4 5

Strengths:

Weakness and/or Recommendations for Improvement:

BUSINESS IDEA & COMPETITIVE ADVANTAGE

Description of Business: the entrepreneur clearly describes his or her business (what business is, type of business -- wholesale, retail, etc. shows example of product, etc.)

Competitive Advantage: the entrepreneur understands and explains the competitive advantage and value added of his or her business.

1 2 3 4 5

Strengths:

Weakness and/or Recommendations for Improvement:

BUSINESS FINANCIALS

Economics of One Unit: the entrepreneur understands the economics of one unit (cost of goods, selling price and gross profit per unit)

Yearly Income Statement: the entrepreneur clearly understands and explains the business' sales, various types of expenses and net profit.

1 2 3 4 5

Strengths:

Weakness and/or Recommendations for Improvement:

MARKETING

Market Research: the entrepreneur conducted market research and clearly explains the results.

Marketing Plan: the entrepreneur has a solid and realistic marketing plan including where product/service will be sold, and how customer base will be attained. The entrepreneur shows sample-marketing materials.

1 2 3 4 5

OVERALL BUSINESS IDEA/IMPRESSION

1 2 3 4 5

Strengths:

Weakness and/or Recommendations for Improvement:

TOTAL SCORE: _____