



During the State and Regional 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. Their talking points should contain any of their creative hooks and then 1-2 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 their talking points they need to check their timing. Students have 8.5 minutes to deliver their slides. They need to decide which slides will require more description and more time and which slides require less.
- Remember not to rush the **Opportunity Recognition Slides**. The problem that students are solving and their explanation of their product or service is the most important piece to present well. Make sure that the judges know exactly what their business is all about. If students can clearly articulate and engage people in a description of their business, then they are 80% of the way there.
- Double Check the plan thoroughly for **TYPOS**. Have another adult or 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.
- Try not to have too many words on the slides. Judges won’t have time to read paragraphs of information.
- Check math to ensure that all the numbers are consistent (price, COGS, number of units sold).
- Make sure that they identify the **key information** from each slide that they want to deliver. Especially with the financial slides, highlight the important pieces that they want people to know (Selling Price, Gross Profit, Net Profit, etc).
- Come dressed **professionally** (Suit or Dress shirt and tie; Blouse and Dress Pants or Skirt).
- Bring their 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 (on the next pages). They should present and judge themselves to see how they stack up.



Judge Name: _____

Entrepreneur Business: _____

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value
1. <u>Opportunity Recognition</u>	6 5	4 3	2	1
<input type="checkbox"/> The product or service is clearly described, including detailed features and benefits. <input type="checkbox"/> The business addresses an important problem and offers a good solution to that problem, with data to support. <input type="checkbox"/> The student(s) provide 3 or more compelling qualifications for running the business. <input type="checkbox"/> There's a clear explanation of plans for production and / or delivery.				
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value
2. <u>Market Research</u>	6 5	4 3	2	1
<input type="checkbox"/> The plan explains the market and market size persuasively, and a reasonable market exists.. <input type="checkbox"/> The plan includes a detailed description of the target market including demographic, geographic and psychographic information about the target customer. <input type="checkbox"/> The plan identifies clear competitors, their strengths and weaknesses, and has made clear the competitive advantage of this solution. <input type="checkbox"/> Compelling explanation of market research concepts legitimizes the business claim				
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value
3. <u>Financials & Operations</u>	6 5	4 3	2	1
<input type="checkbox"/> There is a clear definition and compelling description of one unit. <input type="checkbox"/> Student makes convincing presentation of production plan, and product/service cost effectiveness and value using EOU, costs, and break even as rationale. <input type="checkbox"/> There is a clear explanation of monthly break-even units: calculations connect to business feasibility. <input type="checkbox"/> Thorough description of start-up expenses and plans to apply initial funding to business goals. <input type="checkbox"/> Demonstrates favorable ROI to show business is a good investment opportunity.				



	Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value
4. <u>Marketing & Sales</u>	6 5	4 3	2	1
<input type="checkbox"/> Student outlines the intended use of five (5) or more promotional methods, including both physical and digital elements. <input type="checkbox"/> There is a compelling explanation, supported by research, of the effectiveness of those methods <input type="checkbox"/> Plan includes specific, feasible sales methods tailored to acquiring and retaining customers. <input type="checkbox"/> Student cites substantive supporting market research, including feasibility, seasonality, and full capacity. <input type="checkbox"/> There is a clear and articulate description of feasible sales estimates, clearly connected to net profit.				
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/ No Value
5. <u>Slide Layout & Presentation Skills</u>	4	3	2	1
<input type="checkbox"/> Maintains audience interest and attention by speaking clearly, making eye contact, and uses inflection to emphasize key points. <input type="checkbox"/> Student demonstrates self-confidence through command of material presented. <input type="checkbox"/> Student is relaxed, self-confident, and appropriately dressed. <input type="checkbox"/> Clearly restates judges' questions to clarify, and provides clear, concise, well-considered answers to all questions. <input type="checkbox"/> Clear concise slides that include minimal use of text and no more than 5 lines per slide. <input type="checkbox"/> Slides include relevant images, complimentary color choices, and limited animation with easy to read font size and color.				

	Opportunity Recognition	Market Research	Promotion & Sales	Business Financials	Slides & Presentation	TOTAL
Score						