

(505) Entrepreneurship

Description

Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting/pitching their business plan to potential investors with the objective of securing financing for their business venture.

This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement. The certification offered will be Entrepreneurship and Small Business (ESB) and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any secondary division student member may enter this event. This business plan must reflect a new business, *not* an expansion of a current business, subsidiary business, or franchise. If a member repeats this event, he/she may *not* submit any previously used business plan. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

Member must supply

Member may use a computer, projection equipment, product displays and props (product samples and promotional items), prepared posters, flip charts, easel or graphs in their presentation
Carry-in and setup of equipment must be done solely by the members and take place within the time allotted

No Internet access will be provided on-site at the NLC; however, members may provide their own access to be used only for their presentation to the judges

Member must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the member. Props or visual aids are allowed in this competition. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Develop a written business plan for a start-up business
- Demonstrate knowledge and understanding of entrepreneurship
- Communicate research in a clear and concise manner both orally and in writing
- Identify and utilize internal and external resources
- Identify customer base including consumer and organizational markets and demographics
- Identify customer relations or markets
- Demonstrate successful price selection including the reasoning and methods used in determining the price
- Competitors will provide the reasoning and justification for the loan amount being requested to establish their business
- In addition, an analysis of the necessary financial data required to establish their business

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- Demonstrate effective persuasive and informative communication and presentation skills

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The member will develop a business plan for a start-up (*not* existing or expanded) business in his/her community or local area.
- Information in the business plan must be authentic; however, members may choose to use a fictitious address and telephone number.
- The member will demonstrate oral communication skills.
- Entries outlining the purchase of a franchise or existing business do *not* satisfy the topic and are subject to *disqualification*.
- The business plan must *not* exceed ten (10) pages, single-sided (excluding the Title page, Table of Contents, Works Cited, and supporting documentation) and must follow the Business Plan format in the *Style & Reference Manual*.
- Any business plan submitted beyond the maximum number of pages will be *disqualified*.
- The completed plan must include, but is not limited to, the following:
 - Title Page and Table of Contents (**excluded from 10-page maximum**)
 - Executive Summary
 - Description of proposed business
 - Objectives of the business
 - Proposed business strategies
 - Product(s) and/or service(s) to be provided
 - Management and ownership of the business
 - Marketing analysis
 - Financial analysis
 - Supporting documentation (**excluded from 10-page maximum**)
 - Financial analysis (include requested loan amount, income statement, balance sheet, cash flow statement, and other analyses)
 - Supporting documents (research, charts, brochures, résumés, etc.)
- Submit completed business plan (do not submit supporting documentation as listed above) and Works Cited in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2025. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- Materials from non-registered members and/or those missing Member IDs cannot be accepted.
- No changes can be made to the project after the date of submission.
- The length of the presentation will be no less than five (5) minutes and no more than seven (7) minutes, followed by no more than five (5) minutes of judges' questions.
- No materials (props, displays, samples, gifts, etc.), other than the required submission, may be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at

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<https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be disqualified for violations of the guidelines.

- Business Professionals of America grants permission to use the copyrighted logo and tagline.

Upload Requirements

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Business Plan and Works Cited in one combined PDF file.	ENT-MemberID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

Method of evaluation

- Technical Scoring Rubric
- Presentation Scoring Rubric
- Certification test taken per conference schedule at NLC

Length of event

- No more than three (3) minutes setup
- No less than five (5) and no more than seven (7) minutes oral presentation, including the pitch to the investors
- No more than five (5) minutes judges' questions
- Finals may be included at state and national levels
- No more than one hundred twenty (120) minutes for certification test

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

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Judge Number _____

Member ID _____

Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y <input type="checkbox"/> N
Business plan did <i>not</i> exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited)	<input type="checkbox"/> Y <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Written Business Plan Evaluation	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Business Plan - PDF format • Works Cited <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Executive summary for business	1-5	6-10	11-15	16-20	
Description of proposed business	1-5	6-10	11-15	16-20	
Objectives of business	1-5	6-10	11-15	16-20	
Proposed business strategies	1-5	6-10	11-15	16-20	
Product(s) and/or service(s) description	1-5	6-10	11-15	16-20	
Management and ownership of the business	1-5	6-10	11-15	16-20	
Marketing analysis	1-5	6-10	11-15	16-20	
Financial Analysis Included requested loan amount, income statement, balance sheet, cash flow statement, and other analyses	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (190 points maximum)					

ANY BUSINESS PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (10) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, and WORKS CITED, WILL BE *DISQUALIFIED*

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Judge Number _____

Member ID _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average (1-5)	Average (6-10)	Good (11-15)	Excellent (16-20)	Points Awarded
Content	The presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	The presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	The presentation demonstrates a good understanding of the topic and includes mostly relevant and accurate information.	The presentation demonstrates an in-depth understanding of the topic and includes relevant and accurate information.	
Organization and Structure	The presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers are awkward or absent.	The presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers are choppy.	The presentation content flows adequately, and each team member's role is mostly clear and integrated into the presentation. Transitions between speakers are mostly smooth.	The presentation content flows smoothly, and each team member's role is clearly defined and integrated into the presentation. Transitions between speakers are seamless.	
Delivery and Engagement	Speaker rarely maintains eye contact, use minimal gestures and body language, or have significant inconsistencies in tone and pace.	Speaker occasionally breaks eye contact, use limited gestures and body language, or have some inconsistencies in tone and pace.	Speaker maintains good eye contact, uses appropriate gestures and body language, and vary their tone and pace adequately.	Speaker maintains eye contact, use appropriate gestures and body language, and vary their tone and pace effectively.	
Answers to Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are mostly clear, concise, and accurate.	Responses are detailed, insightful, and effectively address the judges' inquiries.	
Supporting Documentation	Member does not provide supporting documentation or the documentation is incomplete, inaccurate, or irrelevant.	Member provides some supporting documentation, but it lacks organization or relevance.	Member provides adequate supporting documentation that is generally organized and relevant to the presentation.	Member provides comprehensive and well-organized supporting documentation that is highly relevant to the presentation.	
Set-up lasted no longer than three (3) minutes - 5 points					
Presentation lasted no less than five (5) minutes or no more than seven (7) minutes - 5 points					
TOTAL PRESENTATION POINTS (110 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES | TOTAL MAXIMUM POINTS = 300

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