

## Format Guidelines for Presenting the Business Plan

### Presentation Requirements

- The presentation will be based on the written event business plan.
- The presentation will account for 40 points.
- Participants will have 5 minutes to set up.
- The presentation will be 15 minutes long. The first 10 minutes will include an overview of the business plan followed by 5 minutes of questioning by the evaluators.
- The participants will bring any visual aids needed for the presentation.
- Approved visual aids include easel, flip chart, product props (product samples and promotional items), prepared posters, or graphs.
- A laptop and projector will be provided if needed. **All files should be saved in a "97-2003" format to ensure compatibility with different systems.**

### Presentation Guidelines

- The written plan will be evaluated prior to the oral presentation and will provide the basis for the oral presentation.
- The participants will assume the role of an entrepreneur requesting financing.
- The evaluator will assume the role of a potential source of capital for the business as if he/she is actually going to approve or disapprove the request for financing.
- For teams, each team member must take part in the presentation and each member must respond to a question from an evaluator.
- Participants will have ten minutes to describe their proposal and request financing, and 5-7 minutes to respond to questions from the evaluators.
- Participants may use visual aids. Guidelines on visual aids include the following:
  - Easily carried in and set up by the participants.
  - No more than three standard-sized posters, up to 22 inches by 30 inches, may be used.
  - No sound may be used.
- Participants may bring a copy of the written business plan to refer to during the presentation.
- No materials may be passed to the evaluators on the day of the presentation.

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### Presentation Evaluation

Evaluators play the role of a loan officer or a venture capitalist. Participants will have 5 minutes to set up and will make a 15-minute presentation to the evaluators.

During the first ten minutes of the presentation, the participants will explain the proposal and make a request for financing. Evaluators should not interrupt the presentation unless asked to by the participants. All competition participants must take part in the presentation.

During the last five minutes of the presentation, the evaluators will ask participants questions based on the information provided in the presentation. At least one question should be addressed to each participant.

# EAC Young Entrepreneurs' Business Plan Competition

Indiana Entrepreneurship Academy Standards Supported

Content Standards	Performance Expectations
E 2 Communication Skills	<b>E 2.1 Content Standard:</b> Students understand the concepts, strategies, and systems used to obtain and convey ideas and information.
E 5 Financial Analysis	<b>E 5.1 Content Standard:</b> Students understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.
E 6 Finance	<b>E 6.1 Content Standard:</b> Understand the role of finance as it applies to the entrepreneur.
E 7 Human Resource Management	<b>E 7.1 Content Standard:</b> Students understand the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources.
E 9 Marketing Information	<b>E 9.1 Content Standard:</b> Students collect marketing information to ensure accuracy and adequacy of data for decision-making.
E 10 Operations	<b>E 10.1 Content Standard:</b> Students understand the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.
E 11 Pricing	<b>E 11.1 Content Standard:</b> Students understand concepts and strategies utilized in determining and adjusting prices to maximize return.
E 12 Product/Service Management	<b>E 12.1 Content Standard:</b> Students understand the concepts and processes needed to develop, maintain, and improve a product or service mix in response to market opportunities.
E 14 Promotion	<b>E 14.1 Content Standard:</b> Students understand the concepts needed to communicate information about products, services, images, and/or ideas to influence behavior.
E 16 Strategic Management	<b>E 16.1 Content Standard:</b> Students understand tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department.
E 17 Overview/Nature of Small Business	<b>E 17.1 Content Standard:</b> Students investigate the nature of small business.
E 18 Planning and Organizing a Business	<b>E 18.1 Content Standard:</b> Students understand the functions involved in planning and organizing a business.
E 19 Marketing	<p><b>E 19.1 Content Standard:</b> Understand the concepts of marketing and its importance to business ownership.</p> <p><b>E 19.2 Content Standard:</b> Manage promotional activities to maximize return on promotional efforts.</p> <p><b>E 19.3 Content Standard:</b> Manage sales activities to meet sales goals/objectives</p>

**Written Plan Evaluation**

Business Plan Name: \_\_\_\_\_ Evaluator's Identification Number: \_\_\_\_\_

<b>Evaluation Item</b>	<b>Exceeds Expectations 10, 9 or 8</b>	<b>Meets Expectations 7, 6</b>	<b>Below Expectations 5 or 4</b>	<b>Little Value/ Missing 3, 2 or 1</b>	<b>Points Earned</b>
1. Title page and Table of Contents	-				
2. Executive Summary					
3. Introduction					
<b>Analysis of the Business Situation</b>					
4. Trading area analysis Analysis of geographic and demographic information, market analysis, customer buying behavior and analysis of the potential location					
5. Competitors Analysis of competitor's strengths and weaknesses, advantages and disadvantages of the proposed business, product, and/or service					
<b>Planned Operation of the Proposed Business/Product/Service</b>					
6. Proposed organization					
7. Proposed business, product, service					
8. Proposed strategies					
<b>Planned Financing</b>					
9. Projected income and expenses					
10. Proposed plan to meet capital needs					
<b>Conclusion</b>					
11. Request for financing					
<b>Appearance and Word Usage</b>					
12. Professional layout, neatness, proper grammar, spelling, etc.					

**Written Entry Total Points (maximum 60 points) \_\_\_\_\_**

NOTE: The written evaluation is weighted resulting in 60 total possible weighted points. The Analysis of the Business Situation and the Planned Financing sections are more heavily weighted than other sections.

**Presentation Evaluation Form**

Name of Business Plan: \_\_\_\_\_ Evaluator's Identification Number: \_\_\_\_\_

Evaluation Item	Exceeds Expectations	Meets Expectations	Below Expectations	Little Value/ Missing	Points Earned
1. <b>Presentation Content:</b> overview of business, financial overview, financing request	15 - 14 - 13	12 - 11 - 10	9 - 8 - 7 - 6	5 - 4 - 3 - 2 - 1 - 0	
2. <b>Answers to evaluators' questions</b>	15 - 14 - 13	12 - 11 - 10	9 - 8 - 7 - 6	5 - 4 - 3 - 2 - 1 - 0	
3. <b>Overall Presentation:</b> Professionalism, confidence, enthusiasm for proposed business	5	4	3 - 2	1 - 0	
4. <b>Presentation Techniques:</b> Use of visual aids, participation of all team members, etc.	5	4	3 - 2	1 - 0	

**Presentation Total Points (maximum 40 points)** \_\_\_\_\_

The following is used in the final round only to determine the most original plan in the competition.

<b>Likelihood of business plan being financed</b>	10 - 9 - 8	7 - 6 - 5	4 - 3 - 2	1 - 0	
<b>Originality of business idea</b>	10 - 9 - 8	7 - 6 - 5	4 - 3 - 2	1 - 0	

**Total Originality Score (20 possible)** \_\_\_\_\_