



Arkansas State University  
College of Business  
Business Plan Competition  
Fall 2010

This competition is open to all students (undergraduate & graduate) enrolled at Arkansas State University. You do not have to be a business major to enter the business plan competition. All you really need is a great and innovative opportunity and be able to write it down in no more than five (5) pages. The entry form, the rules of the competition, a *How-to-Guide for Writing The ASU Business Plan*, a mock business plan, and the judging rubrics are located in the ASU College of Business Website. There are two tracks for the competition, undergraduate and graduate, and prizes will be provided to the top three plans for each track. Students, undergraduate and graduate, are allowed to work in teams with up to five (5) people.

Prizes

1st \$600.00

2nd \$300.00

3rd \$150.00

Competition Timeline

Friday, October 22:	Five copies of the Five-Page Business Plan along with a completed entry form is due to the College of Business Management and Marketing Dept. Office (room 403) @ 5pm
October 25-November 3:	Judging of all undergraduate & graduate written plans
November 4:	Notification of undergraduate and graduate finalists @ 4pm via e-mail
Friday, November, 12:	Submission of Revised Business Plans [up to 10 pages] by finalists @ 5pm via e-mail
Tuesday, November 16:	9AM-12PM: Oral presentations of finalists 1PM: Announcement and Award Ceremony



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Arkansas State University  
Student Business Plan Competition  
2010 Official Business Plan Submission Form

*To be officially entered into the competition, all entrants must complete this form and sign, date and return it with their business plan submittal.*

Please type print all information clearly

Please select the track your team is entering:

Undergraduate Track \_\_\_\_\_ Graduate Track \_\_\_\_\_

Please provide a two sentence description (max 50 words) of your business plan for use in the event program and other promotional materials:

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Please provide the following information on the STUDENT CONTACT PERSON from your team:

Student Team Leader: \_\_\_\_\_

Complete Mailing Address: \_\_\_\_\_

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Phone \_\_\_\_\_

Email: \_\_\_\_\_

Please provide the names of all other team members (Type or Print Clearly):

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We, the undersigned, have read, understand and agree to adhere to the rules, guidelines and submission requirements as established by the Arkansas State University College of Business-Business Plan Competition Group. We understand that it is our obligation to see that our team meets all deadlines. The enclosed business plan submittal represents our original work.

Signature of Each Team Member Required: Date Signed

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



## ASU-COB Business Plan Competition Fall 2010 Official Rules



1. The competition is open to all full and part-time currently enrolled degree seeking undergraduate and graduate students enrolled at Arkansas State University (Jonesboro and branches).
2. Each team may submit only one business plan to the competition.
3. Either an individual or a group may develop the business plan. Group size cannot exceed 5 persons. The management team outlined in the plan will contain the names of individuals (if any) who are not associated with the university. Presenting group members must be students and have a key role in the company. Non-student members of the venture's management team may not participate in any presentations, including the finals. Students enrolled in Small Business Management, section 002, will compete with the business models developed in class and with their corresponding teams.
4. Teams with any one member enrolled in graduate school during the academic year should enter in the graduate competition.
5. The business plan must represent the original work of each contestant. A signed statement shall accompany each submission indicating that the business plan is the original work of the author(s) (see the Official Business Plan Submittal Form).
6. The author(s) will retain all rights to the plan regarding its use at all times prior to and following the competition (except as stated below). Due to the nature of the competition, we will not ask judges, reviewers, sponsors, staff or the audience to agree to or sign non-disclosure statements for any participant.  
  
By participating in the competition, entrants agree that neither the Arkansas State University, nor members of the judging panel, sponsors nor their designate organizations, assume any liability whatsoever for any disclosures of business plan information which may be made (whether inadvertently or otherwise) by any judge, reviewer, staff member, audience member or other individual connected with, participating in, viewing, hearing, or receiving information from the competition.
7. The business plan must be for a seed or start-up venture and must address the entire business concept. Proposals for the buy-out or expansion of an existing company, tax-shelter opportunities, real estate syndications, and other consulting projects or analyses are not eligible. In addition, business plans cannot be developed for personal services, retail stores and/or restaurants. *The business shall contain elements of innovation that cannot be easily replicated nor imitated by the current offering of products and services.*
8. The business should not have generated sales revenues prior to the Competition. Revenue generated during a test-marketing project may be excluded from this provision.

Adapted from Arkansas Capital Corporation Y.E.S. for Arkansas Program

9. The business or university may license technology from another company for manufacturing and/or distribution purposes. Revenue streams from the business or university should not be based solely on deriving revenues from the licensing of its own technologies.

10. The plans may not contain fabricated information about (but not limited to) the following: backgrounds, experience and educational level of members of the management team, stage of product development, product performance claims, or market survey results.

11. The Official Business Plan Submittal Form included in this packet must accompany all submissions.

12. Five (5) copies of the business plan along with an original Official Business Plan Submittal Form are to be received by the College of Business Management and Marketing Dept. Office by 5:00 p.m. the day of the deadline. Plans will undergo an independent review after which the five finalist (undergraduate & graduate) teams will be chosen and notified. Finalists will be required to review comments made by the panel of judges and improve their business plans before their final presentations. Specific instructions to re-submit an improved business plan of no more than 10 pages will be given to the finalists in the notification e-mail.

13. For finalist presentations, each team will be given up to ten (10) minutes to present their business plan followed by a five (5) minute question-and-answer session between the presenting team and the panel of judges. It is mandatory that each finalist use visual aids in the presentation (power point slideshow, videos, etc.). If a video clip is presented, that shall not be longer than 90 seconds. It is not required that every team member take active participation in the presentation. In addition, reading and/or use of notes, cue cards are strictly forbidden. Teams who read rather than present will be heavily penalized by the panel of judges. After competing, each team will receive a five (5) minute feedback round from the semifinal and final judges. Judges will use that time to give advice, direction, and share experiences that relate to the business plan. Each presenting team will have five (5) minutes prior to its presentation for set-up/preparation and five (5) minutes after the presentation for equipment dismantling.

14. All oral presentations and question and answer sessions are open to the public at large. Further, it is likely that any or all of these public sessions will be broadcasted to interested persons through media, which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions. Neither the Arkansas State University, judges, sponsors, nor their designate organizations, assume any duty to screen or otherwise control the identity of those attending, viewing or hearing all or part of these public sessions, and entrants agree that by entering the competition they have been made aware that such attendees, viewers and recipients may include members of the media and potential competitors in addition to members of the financial community, students and faculty.

15. Prize winners must decide for themselves how the monetary award will be distributed among the team members.

Adapted from Arkansas Capital Corporation Y.E.S. for Arkansas Program



## How-To-Guide for Writing the ASU Business Plan

On the following pages there is an outline for writing the ASU business plan. This is an abridged version of a formal business plan that is common in other business plan competitions or those required for the Small Business Management course. You will never know all the answers before starting to write a plan or start a business. You may need to do some research to help you answer some of the questions you have. Make some phone calls, do a survey, go visit the library or ask another entrepreneur.

Many templates for business plans exist, but the basics stay the same. This template should provide you with a good starting point. It is highly recommended that the entrepreneur, when writing the business plan, add their own twist to illustrate the uniqueness of their product/service. Please also expect that if your team becomes a finalist, the panel of judges will provide you with useful feedback that you need to incorporate for your final submission (prior to the oral presentations).

The business plan will include the cover page and the business plan. The business plan is limited to 5 pages of typed text, with a 12 point font. The cover page is not counted in the total number of pages. Please remember that those advancing to the final, it is required to submit an improved version of the business plan. The resubmission may not exceed 10 pages as teams can enhance the business description and provide more financial information [e.g. balance sheet, cash flow, income statement, sources of funding, etc.]

Some parts of the format were adapted from Arkansas Capital Corporation Y.E.S. for Arkansas Program and from Erick P.C. Chang

General layout of the plan should have five (5) sections:

1. Title page
2. Company overview
3. Full Description of the Product and/or Service offered by the company
4. Marketing plan
5. Financial Information

At the end, you will find a mock business plan of Beta Corp. to use as an example of what is expected by the judges.

**Friday, October 22, 2010:  
Five copies of the Business plan along with entry form due to  
the College of Business Management and Marketing Dept. Office (room 403) @ 5pm**

# 1. Title Page

Company Name & Logo  
Business Plan  
<Today's Date Here>  
This document contains  
confidential and proprietary information  
that belongs exclusively to <Company Name>

Name 1, Name 2, Name 3, Name 4, Name 5

Contact Address, City, AR 12345

Contact e-mail address

Contact telephone number

## 2. Company Overview

**To reduce the level of complexity in the planning period, please assume that your team will start the business in January, 2010.**

A short description of the main aspects to be conducted by the company:

- I. What is the company about?
- II. Products/services to offer,
- III. Proposed location and important operating aspects,
- IV. Business Model [please check explanation below]
- V. Initial start-up capital needed for establishing operations,
- VI. How the start-up capital will be obtained (e.g. personal funds, investors, family and friends, etc).

The Business Model is a short description that answers the question: How this company can make money (revenues, sales)? Examples:

- a) Amazon's business model is to sell products online.
- b) The business model of a commercial bank is to obtain deposit from customers that are used to provide loans so the bank generates revenues via the interests from loans and the service charges to depositors.
- c) Wal-Mart's business model is to buy large volumes of products to sell at lower prices and generate profits by a quick rotation of the inventory

### **Management Team**

Provide a short description of the management team (who are they and what are going to be their main responsibilities). Also, provide a short description of the background and past successes & achievements of each team member. Explain why this is the right team to make your Company work.

## 3. Product/Service

Describe your company's product or service and answer the question: why does your team think that offering this product/service is an opportunity that has not been explored by other existing companies or entrepreneurs in the area?

### **Features & Benefits**

Describe the features and benefits of your product or service. This answers the question: what is new about your proposed offering?

### **Competitive Advantage**

Compared to your other competitors, why would a customer like your product/service better?

### **Innovation**

*You must discuss how your product/service is innovative or just an improved version of something that is currently offered. Innovation is defined as "turning ideas into new products or services for a business." Examples of innovation include: Clorox's Toilet Wand, Apple's iPod, and 3M's Post-it Notes.*

## **4. Marketing Plan**

**Target Market:** Describe your typical customer. What is their age range? Are they male and/or female? Anything else you can say about your typical customer? How many of these customers do you think will buy your product?

**Competitors:** Who sells a similar product? Why do you think you can compete successfully against them? How is your product different from what your competitors have to offer (i.e. what is your competitive advantage)? Please remember that in this era, every business has direct, indirect, and potential competitors

**Price:** How much does your product cost? How does this compare to what your competitors are charging? Talk about why your product/service is worth that price.

**Place:** Where and how can your customers purchase the product/service?

**Promotion:** How are you going to advertise your product? How are you going to sell your product?

## **5. Financial Information**

The team needs to provide the most accurate information about the financial aspects of the business. Those need to be consistent with portions 2, 3, and 4 stated earlier.

**A. Start-up Capital and the initial use of funds**

**B. Sources of funds**

**C. Pro-forma Income Statement for Year 1.**

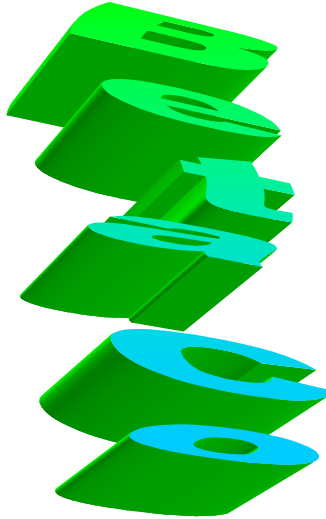
**To reduce the level of complexity in the planning period, please assume that your team will start the business in January, 2011.**

Please be advised that finalist teams need to provide pro-forma balance sheet and cash flow for year 1 in the improved version of the business plan.

[For an example of what is needed and how to prepare the Financial Information, please review the Beta Corp. Mock Business Plan]

## 1. Title Page

# BETA Corp.



Business Plan  
August, 15, 2009.

This document contains  
confidential and proprietary information  
that belongs exclusively to BETA Corp.

Marlon Keys, Alicia Wayans, Elizabeth Cage, and Nicholas Shue

Contact Address: PO Box 11A-B, State City, AR 12345  
Contact e-mail address: betaco@gmail.com  
Contact telephone number: 1-800-747-BETA

Beta Corp is a mock company that is used for illustrative purposes only.  
The information described here was developed by Erick P.C. Chang © 2009

## 2. Company Overview

Beta Corp. is a new marketing company specializing in providing unique merchandise products to the ASU Sports community. Beta's management team has started to develop merchandising ideas since Spring 2009 with the purpose to offer the first product in Fall 2009. To secure a place within the ASU community, Beta has negotiated the licensing rights with ASU to properly operate and comply with all the legal aspects that are involved in the licensing and use of all ASU Sports logos, mascots, trademarks, etc.

Beta's first product, the Re-WOO is a ready-to-use disposable Red Wolf costume that ASU fans can wear during the 2009 Football season. The goal of the company is to start selling the Re-WOO by the first home game of 2009. The costume is made of recycled paper and it comes in three sizes: small, large, and XX large.

The company will operate in Jonesboro, AR. A small warehouse located on Johnson Ave. has been selected as the main place of operation. Production will be conducted in the warehouse and the finished products will be delivered by the company to the ASU stadium for home games. Initially, the management team will be in charge of producing the costumes.

The business model of Beta Corp. is the following: The Company will manufacture the ready-to-use and disposable costumes in the warehouse and sell them in the stadium via personal selling. The company will generate a sizable volume of business because the costume cannot be reused.

The initial start-up capital for Beta Corp is \$50,000 that will come from the management team. Each member of the management team will contribute \$12,500 (50% in a long term debt bearing 12% of annual interest and 50% in equity).

### **Management Team**

Chief Executive Officer:	Marlon Keys
Sales and Marketing Manager:	Alicia Wayans
Finance and Accounting Manager:	Elizabeth Cage
Production and Logistics Manager:	Nicholas Shue

The management team is composed of current ASU students. Mr. Keys is a Marketing major with three years of sales experience in the retail industry. Ms. Wayans is a Communications major with five years of sales and marketing experience in the restaurant industry. Ms. Cage is a Finance major with two years of banking experience. Mr. Shue is an Engineering major with prior experience in customer service and operations. The team members are Jonesboro natives and have been attending ASU Football games since elementary school. They have noticed the opportunities for new products to ASU fans since the new mascot was introduced in 2008.

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### 3. Product/Service

The Re-WOO is a disposable costume that attempts to fulfill the need for identity within the ASU Football fans. The Re-WOO resembles the Red Wolf dressed as a football player so fans can wear it over their clothes. Because of the material (recycled paper), it is destroyed once the user discards them at the end of the game. Because Beta Corp.'s intention is to unify the ASU community, the Re-Woo will bear ASU colors and logos.

Beta Corp. considers that the Re-WOO is unique in the market. The opportunity to offer this product lies in the adoption of the Red Wolf as the official mascot of ASU in 2008. Merchandising companies have been introducing new t-shirt designs, hats, and other sport memorabilia. However, these products can be used on any occasion while the Re-WOO is designed to be used and discarded after one use.

#### **Features & Benefits**

The costume is 1 piece of recycled paper that resembles a Mexican Poncho. It only needs a pattern that fans can put over their shoulders and strap them around their bodies.

The costume is made of recycled paper that will be produced in three sizes: Small (to fit children), Large (to fit adults), and XX-Large (to fit extremely bigger sizes). Because of the standard sizes and the design of the costume, it is possible for Beta Corp. to manufacture the product in minutes.

A unique feature of the costume is that it will have at the front a legend that will change from game to game. For example: "Beat TROY" will be used when Troy visits ASU.

Beta Corp. considers that the product provides a useful benefit to the consumer: They can wear it in the stadium without the need to change their clothes and once the game finishes, they can either discard them or keep it as a souvenir.

#### **Competitive Advantage**

Beta Corp. considers that the Re-WOO is convenient, easy to use and wear, and affordable for ASU Fans to use over the duration of a Football game. Other merchandising companies offer more permanent products such as t-shirts, hats, blankets, etc.

#### **Innovation**

The Re-WOO is a unique product that can be used by ASU Football fans. The costume industry has traditionally used fabrics and synthetic materials to create costumes that can be reused. The Re-WOO is a costume made of recycled paper and is designed for a single use. It will display specific game/opponent information that is new each game. Essentially you are wearing a banner to encourage your team, the Red Wolves to beat this week's opponent. The Re-Woo provides fans the opportunity to celebrate each game as a unique and special event (Homecoming, Salute to the Troops, Home opener, etc), while also making an environmentally responsible choice.

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## 4. Marketing Plan

### Target Market:

The target market is ASU Football fans: students, children, faculty, alumni, and the Jonesboro community. Preliminary information gathered by the management team has determined that, on average, 12,000 people attend the ASU Football home games. From those 12,000, Beta Corp. considers that 80% are ASU fans and the rest are visitor fans and neutral Football fans. The primary target market for the Re-WOO is teenagers and ASU students. The sales forecast is that the sizes will sell in equal terms. ASU fan Courtney Hunt said "The Re-Woo will be the best product ever. I will get it for each game for my family and it sets a great example for our children to see something so cool generated from recycled materials."

To provide an initial estimate of the market share to capture, per each home game, the following table is provided. The 2009 ASU Football season includes 5 home games. The initial goal of Beta Corp. is to sell the following amounts of the Re-WOO:

Game	Re-Woos	ASU Fans	Share
1	1200	9600	10%
2	1500	9600	16%
3	1800	9600	19%
4	2400	9600	25%
5	3000	9600	31%

**Competitors:** In the initial market research conducted by the Management Team, suppliers of ASU licensed merchandise do not offer disposable products such as the Re-WOO. The direct competitors are the ASU Library, Wal-Mart, and other retailers of ASU merchandise who sell near the Football stadium.

**Price:** The initial price of the Re-WOO is \$6 for the small size, \$7 for the large, and \$8 for the XX-Large. In comparison, an ASU t-shirt usually sells for \$10 or higher. Total Manufacturing costs per custom are \$3.50, \$4.00 and \$4.50 per size (including ASU licensing rights, materials, etc.). The manufacturing costs include an extra volume of 5% to compensate for any damages and for marketing purposes as a sales force will wear the costumes while they are selling them in the stadium.

**Place:** The main site for selling the Re-WOO is the ASU stadium. Beta Corp. will use a sales force of 10 ASU students (dressed with the Re-WOO) who will be inside and outside the stadium selling the costume to fans.

**Promotion:** The best promotion for the Re-WOO is the user and the sales force. In addition, several press releases will be distributed to the Jonesboro media to generate attention and expectations about the costume.

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## 5. Financial Information

### Start-up Capital and the initial use of funds

Beta Corp will need an initial investment of \$50,000 that will be used as follows:

Manufacturing Equipment:	\$20,000
Office Equipment:	5,000
Legal and Organization costs:	5,000
Working Capital: (*)	20,000

(\*) Working capital will be used to purchase the costumes' materials, pay for rent, utilities, miscellaneous expenses, and salaries of the sales team.

### Sources of funds

The management team will provide the initial investment in equal terms (\$12,500 each). The financial structure of Beta Corp is divided as follows: \$25,000 in debt and \$25,000 in common equity. The \$25,000 debt is a 5-year loan given by the management team to the company to be repaid at maturity. The interest rate of the loan is 12% annually with monthly interest payments. The management team will not receive salaries in the first year of operations.

### Pro-forma Income Statement for 6 months of Operations (July-Dec 2009). (\*\*)

Sales	\$	69,300
Manufacturing Costs	\$	39,600
Sales Team	\$	<u>12,500</u>
Contribution Margin	\$	17,200
Fixed Costs		
Rent	\$	9,000
Utilities	\$	3,000
Debt Interests	\$	1,500
Depreciation and Amortization	\$	<u>2,000</u>
Total Fixed Costs	\$	15,500
Profit Before Taxes	\$	1,700

(\*\*) Please check the next page containing the assumptions. In addition, as the forecast for Beta Corp comprises only the 2009 Football season, the income statement assumes that the company started operations in July, 2009.

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## ASSUMPTIONS FOR DEVELOPING THE PRO-FORMA INCOME STATEMENT FOR BETA Corp.

### Sales Forecast

	Small:\$6	Large:\$7	XX-Large:\$8	Total
Game 1	400	400	400	
Sales	\$ 2,400	\$ 2,800	\$ 3,200	\$ 8,400
Game2	500	500	500	
Sales	\$ 3,000	\$ 3,500	\$ 4,000	\$ 10,500
Game 3	600	600	600	
Sales	\$ 3,600	\$ 4,200	\$ 4,800	\$ 12,600
Game4	800	800	800	
Sales	\$ 4,800	\$ 5,600	\$ 6,400	\$ 16,800
Game 5	1000	1000	1000	
Sales	\$ 6,000	\$ 7,000	\$ 8,000	\$ 21,000
Total				\$ 69,300

### Total Manufacturing Costs<sup>(\*)</sup>

	Small:\$3.50	Large:\$4.00	XX-Large:\$4.50	Total
Game1	400	400	400	
Costs	\$ 1,400	\$ 1,600	\$ 1,800	\$ 4,800
Game2	500	500	500	
Costs	\$ 1,750	\$ 2,000	\$ 2,250	\$ 6,000
Game3	600	600	600	
Costs	\$ 2,100	\$ 2,400	\$ 2,700	\$ 7,200
Game 4	800	800	800	
Costs	\$ 2,800	\$ 3,200	\$ 3,600	\$ 9,600
Game 5	1000	1000	1000	
Costs	\$ 3,500	\$ 4,000	\$ 4,500	\$ 12,000
Total				\$ 39,600

### Other Assumptions:

Sales team = 10 members \* \$250 per game \* 5 games=\$12,500

Rent Cost: \$1,500 per month. Utilities:\$500 per month

Interests paid to Shareholders:\$25,000 \* 12% = \$3000 / 12 months \* 6 months = \$1500

### Depreciation & Amortization:

Manufacturing Equipment: \$20,000 \* 10% per year = \$2000 / 12 months\*6months=\$1000

Office Equipment: \$5,000 \* 20% per year = \$1,000 / 12 months \* 6 months= \$500

Legal and Organization costs: \$5,000 \* 20% per year= \$1000/12 months\* 6 mos.= \$500

The Management Team will not receive compensation the first year of operations.

(\*) The Manufacturing costs include materials (recycled paper), ASU licensing rights (a royalty for the use of the mascot and logos), logistic costs (transporting the costumes to the stadium), and other miscellaneous expenses. Because the costumes will be manufactured by the management team, no labor cost is accounted.

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# ASU-COB Business Plan Competition 2010

## First Round of Business Plan Judging Form

**Judge Name:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

Thank you for supporting entrepreneurship through your participation as a Judge for ASU-COB Business Plan Competition 2010. Please rate the following elements based on the level to which the business plans met your expectations for college level students. Also, please ensure that the business plan you are judging is the same as the Business Name' at the top of this Judging Form.

	<b>Not Demonstrated</b>	<b>Does Not Meet Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>	<b>Points Earned</b>
<b>Company Overview (5 points max)</b>  Company description, product/service to offer Business model/ initial start-up capital Management team	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
<b>Product / Service Description (5 points max)</b>  Description of the product, Features and benefits Competitive advantage	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
<b>Marketing Strategy (5 points max)</b>  Target market, competitors, price, place, promotion	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
<b>Financial Information (5 points max)</b>  Start-up capital and initial use, sources of funds, pro-forma income statement for year 1	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
<b>Innovation / Creativity (5 points max)</b>  Innovation: Turning ideas into new products or services for a business.	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
<b>Format of Business Plan (5 points max)</b>  Grammar, presentation, design, graphics	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
Please give any additional comments here or on the back of the document:				<b>Total Points (30 point maximum)</b>	_____

## ASU Business Plan Competition Final Presentation Rubric Fall 2010

Name of Business \_\_\_\_\_

Evaluator's Name \_\_\_\_\_

Teams have up to 10 minutes to deliver their presentation. Judges will be allowed up to 5 minutes to ask questions and provide feedback to the teams. The presentation should be evaluated based on the following:

Overall Presentation Material presented in clear, logical clear and/or sequence-(10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Feasibility of the business – The team provides enough elements in their written plan and presentation that the proposed business is viable and feasible (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Ability to engage Judges—the pace and content of the presentation is appropriate for the audience, the judges' questions are answered clearly and concisely-(10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Market Opportunity—Clear market need presented, as well as a way to take advantage of that need. Meaningful examples and practical applications (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Distinctive competence—The company provides something novel and/or unique that gives it a competitive advantage (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Management Capability—The team can effectively develop this company and handle the risks associated with the venture (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Financial Understanding—The team has a solid understanding of the financial requirements of the business (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Quality of Visual Aids—Clear interesting visual aids that help explain the business ideas and concepts. May bring sample products, but no food drink or promotional give-aways may be given to the judges-(10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Presentation Skills – The team deliver the presentation without the use of notes/cue cards and presenters avoid reading from the visual aids (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Quality of Written Plan—Written and oral presentations are consistent. Written plan supports assertions in the oral presentation-(10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Total points possible—100

Points Earned \_\_\_\_\_

Comments: