

# ENTREPRENEURSHIP CONTEST

## CONTEST CHAIR

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## Contest: A BUSINESS PLAN COMPETITION

The BUSINESS PLAN COMPETITION will be based upon an evaluation of a formal, written business plan to be submitted by the student. **This plan should be based on a viable business that can be run by a student.** In other words, students should not be submitting business plans for opening up full-size retail stores and/or restaurants. Rather, it should be a self-run business that they are starting in their parents' basement or garage. Keep it simple and realistic.

## FORM AND CONTENT OF THE BUSINESS PLAN

The Business Plan must be typed and it must contain all or some of the following components as shown within the evaluation sheet depending on the nature of the business. (See following page.)

## REMINDER – MAXIMUM FIVE (5) ENTRIES PER SCHOOL

Contest entry is due on or before the Contest submission date (refer to the Contest Timeline Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form and Media Release Form.

## NOTE: THERE MAY BE A MAXIMUM OF TWO (2) STUDENTS IN EACH GROUP.

**Only five (5) submissions per school are accepted.** Contest entry is due on or before the Contest submission date (refer to the Contest Timeline Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form. **All student entries must be submitted directly to the Contest Chair in digital(PDF) formats.**

**Reminder:** Participation in the Entrepreneurship Contest can be used as a Specialized Business Certification or Experiential Learning Component in the completion of the SHSM program.

<b>ENTREPRENEURSHIP BUSINESS PLAN EVALUATION</b>	
<b>Title Page</b>	/1
<b>Table of Contents</b>	/2
<b>Executive Summary</b> (1 to 2 pages Maximum) <ul style="list-style-type: none"> <li>• Business Objectives (1)</li> <li>• Description of product or service (1)</li> <li>• Financial requirements (1)</li> <li>• Expected sales (1)</li> <li>• Overview of market (1)</li> </ul>	/5
<b>Business Overview</b> <ul style="list-style-type: none"> <li>• Description of business (1)</li> <li>• Type of product/services offered (1)</li> <li>• Nature of the industry (1)</li> <li>• Trends in the industry (1)</li> <li>• Customer profile (2)</li> <li>• Management and key personnel (1)</li> </ul> Operations (location, size and capacity, equipment/furniture/fixtures, hours of operations) (4)	/11
<b>Marketing Research</b> <ul style="list-style-type: none"> <li>• Primary Research/ survey production and distribution (3)</li> <li>• Analysis of survey results (3)</li> <li>• Secondary Research (statistics) (3)</li> <li>• Target Market and segmentation (2)</li> <li>• Market share and total market potential (2)</li> </ul> SWOT (Strengths, Weakness, Opportunities, Threats) (4)	/17
<b>Marketing Plan</b> <ul style="list-style-type: none"> <li>• Product/service (demand, physical aspects, image, benefits) (4)</li> <li>• Price (production cost, competitor's price, profit and volume, break-even analysis) (4)</li> <li>• Place (location, distribution and purchasing channels) (3)</li> </ul> Promotion (i.e., print, television, radio, public relations) (4)	/15
<b>Financials</b> <ul style="list-style-type: none"> <li>• Start-up budget (2)</li> <li>• Financing sources (2)</li> <li>• Projected Income Statement (3)</li> <li>• Balance Sheet (5)</li> </ul> Cash Flow Statement (5)	/17
<b>Viability</b> (Feasible, Practical, Possible)	/5
<b>Creativity</b>	/5
<b>Spelling and Grammar</b>	/3
<b>Supplementary Information</b>	/4
<b>TOTAL</b>	/85

## GENERAL CONTEST INFORMATION

1. Early in the school year, contact all the Entrepreneurship teachers in your Board and give them the details of the Contest.
2. Each school in the Board may submit a maximum of **five (5)** Business Plans to the Contest Chair. **NOTE: THERE MAY BE A MAXIMUM OF TWO (2) STUDENTS IN EACH GROUP.** The Entrepreneurship teachers in each school will pick or organize a panel to select the winning plans for their school.
3. AWARDS CERTIFICATES are available from OBEA for students placing from first to third at the district level. You may want to design similar certificates for winners at the school level.
4. PLEASE attach an OBEA CONTEST IDENTIFICATION FORM AND MEDIA RELEASE FORM FOR EACH STUDENT IN THE GROUP firmly to each BUSINESS PLAN submitted. These must be fully completed in order to speed marking and notifying winners. Submit by e-mail, mail or courier all students' entries in their entirety directly to the Contest Chair by the due date as indicated on the Contest Timeline Chart. If submitting by e-mail, please submit in PDF format to ensure readability.
5. EACH SCHOOL PARTICIPATING IN THE OBEA CONTESTS MUST HAVE AN OBEA MEMBER ON STAFF. Unfortunately, entries from schools with no OBEA member must be disqualified.
6. The Business Plan may be prepared by a maximum of two (2) students.
7. Students must have completed, or presently enrolled in, one of the following courses to be eligible: BDP30, BDI3C, or BDV4C.
8. The entries can be from first or second semester. Due to the lack of time to complete a business plan for the competition in second semester, second semester plans may be submitted the following year.
9. All entries will remain the property of OBEA and will not be returned to the students.
10. The proposed venture described in the plan must be an independent enterprise. For example, the owner/manager(s) will make decisions independently and not answer to any other controlling person or organization.

# OBEA CONTEST IDENTIFICATION FORM 2020-2021

Each Contest entry must include this completed, typed Identification Form, one per student, to be eligible. The form is completed using Microsoft Word. Save a filled form as a pdf file.

To be eligible, please ensure that:

- Your entry is received on time, following the instructions for the Contest you are entering.
- All information on this form is required and it must be typed for submission. Form is signed.
- For ongoing contests, a *maximum of 5 entries per Contest per school, unless otherwise indicated.*
- Accounting students are not required to submit this form unless requested by the contest chair.

CONTEST INFORMATION	
Select a Contest: <b>Choose an item.</b>	
For Website Contests: URL	
STUDENT INFORMATION	
Name	
Home Address	
City	Postal Code
Email	Home Phone
TEACHER AND SCHOOL INFORMATION	
Course Title	Course Code
Teacher Name	
Full School Name	
Full School Address	
City	Postal Code
Email	Pbone
OBEA Membership Number (if applicable)	
Name of School Board	
OBEA SPONSOR INFORMATION <small>Sponsor must be a current OBEA Member. Leave blank if the Teacher and Sponsor is the same person.</small>	
Sponsor Name	
Email	Phone
OBEA Membership Number	

## RELEASE PERMISSION

This signature grants OBEA permission to publicly display the Contest entry and winner's name. Contest entries become the property of OBEA.

Signature of Student (18 or over)

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Signature of Parent/Guardian (if student is under 18)

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