Business plans are an effective tool for evaluating, organizing, and selling a new business concept. A well-developed business plan can be a key component of a successful business start-up. Business Plan provides members with the opportunity to prepare a business plan. This competitive event consists of a pre-judged report and presentation component.

**Event Overview**

**Division:** High School  
**Event Type:** Team of 1, 2 or 3 members  
**Event Category:** Presentation  
**Event Elements:** Pre-judged Report & Presentation  
**Pre-judged Component:** 17-page report due May 7, 2024  
**Presentation Time:** 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time  
**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

**Equipment Provided by Competitors:** Technology and presentation items for preliminary and final round presentation  
**Equipment Provided by FBLA:** Table for preliminary round presentation; table, power, projector & screen for final round presentation

The business must not have been in operation more than 12 months.

**District/Region/Section**

Check with your District/Region/Section leadership for District/Region/Section-specific competition information.

**State**

Check with your State Leader for state-specific competition information.

**National Policy and Procedures Manual**


**Eligibility**

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.  
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.  
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.  
- Members must stay in an official FBLA hotel in order to compete.  
- Each state may submit four entries.
Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).

Only competitors are allowed to plan, research, prepare their pre-judged component. They must also set up their presentation by themselves.

Each competitor must compete in all parts of an event for award eligibility.

All members of a team must consist of individuals from the same chapter.

Picture identification (driver’s license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

Recognition

The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

This event has three parts: pre-judged report, preliminary presentation, and final presentation.

Pre-judged Report: The Business Plan

- **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by May 7, 2024.
- **Number of Pages:** The report will be no more than seventeen (17) pages.
- The first page (front cover) should include the name of school, competitor names, state, name of the event, and school year (2023–24) on the cover.
- The second page must include a table of contents and each page must be numbered.
- Divider pages and appendices are optional and must be included in the page count.
- Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous NLC.
- Pages must be formatted to fit on 8 ½” x 11” paper.
- The report is pre-judged before the NLC.
- Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
- Facts and data must be cited and secured from quality sources.
- Reports will follow this sequence, mirroring the rating sheet:
  - **Executive Summary:** Provides a brief synopsis of the key points and strengths included in the plan.
  - **Company Profile:** Includes basic details of the business, including an overview, mission statement, location, legal structure and governance, organization and goals.
Industry Analysis: Provides an analysis of the larger industry in which the business will belong, analyzes key trends and strategic opportunities in the industry, demonstrates an understanding and awareness of external business decisions.

Target Market: Provides a brief overview of the nature and accessibility of the targeted audience. Analyzes the market’s potential, current patterns, and sensitivities.

Competitive Analysis: Includes an honest and complete analysis of the business’ competition and demonstrates an understanding of the business’ relative strengths and weaknesses.

Marketing Plan and Sales Strategy: Demonstrates how the business’ product or service will be marketed and sold, includes both strategic and tactical elements of the marketing and sales approach.

Operations: Provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.

Management and Organization: Describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business’ development and discusses compensation and incentives.

Long-Term Development: Gives a clear vision of where the business will be in three (3), five (5) or more years. It offers an honest and complete evaluation of the business’ potential for success and failure and identifies priorities for directing future business activities.

Financials: Indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.

Appendix: Includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).

- Preliminary Presentation
  - Equipment Set-up Time: 3 minutes
  - Presentation Time: 7 minutes (one-minute warning)
  - Question & Answer Time: 3 minutes
  - Internet Access: Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12’ x 12’.
  - Competitors/teams are randomly assigned to sections.
  - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges’ table or is held by the competitors:
- Laptop
- Tablet
- Mobile phone
- External monitor that is approximately the size of a laptop monitor

Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.

If performing as a team, all team members are expected to actively participate in the presentation.

No animals (except authorized service animals) will be allowed for use in any competitive event.

Facts and data must be cited and secured from quality sources.

Presentation should cover:
- Business Concept and Company Profile
- Marketing Aspects
- Operations and Management Plans
- Financial Documents & Projections
- Risks & Adverse Results
- Long-Term Goals

Final Presentation
- Equipment Set-up Time: 3 minutes
- Presentation Time: 7 minutes (one-minute warning)
- Question & Answer Time: 3 minutes
- Internet Access: Not provided

An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors’ presentation in their event.

Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges’ table or is held by the competitors:
- Laptop
- Tablet
- Mobile phone
- External monitor that is approximately the size of a laptop monitor

The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.
Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

When the equipment set-up time has elapsed, the timer will automatically start the presentation time.

If performing as a team, all team members are expected to actively participate in the presentation.

No animals (except authorized service animals) will be allowed for use in any competitive event.

Facts and data must be cited and secured from quality sources.

Presentation should cover:
- Business Concept and Company Profile
- Marketing Aspects
- Operations and Management Plans
- Financial Documents & Projections
- Risks & Adverse Results
- Long-Term Goals

**Scoring**
- The report score will be added to the preliminary presentation score to determine the finalists.
- The normalized report score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The report score will be used to break a tie.

**Americans with Disabilities Act (ADA)**
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

**Recording of Presentations**
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

**Penalty Points**
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned presentation time.
<table>
<thead>
<tr>
<th>Expectation Item</th>
<th>Not Demonstrated</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>No Executive Summary</td>
<td>Executive Summary is provided but does not show evidence of sound business concept or reasonable chance of success</td>
<td>Executive Summary is proved AND show evident of sound business concept and reasonable chance of success</td>
<td>Executive Summary serves as a strong introduction and transitions into the remainder of the report</td>
<td>0 points - 13-15 points</td>
</tr>
<tr>
<td>Develop Company Profile</td>
<td>More than one of the components listed is not addressed</td>
<td>Description of one or more components is limited OR one or more components is not described</td>
<td>All components are described adequately</td>
<td>All components are described adequately with supporting documentation</td>
<td>0 points - 13-15 points</td>
</tr>
<tr>
<td>Present Industry Analysis</td>
<td>More than one of the components listed is not addressed</td>
<td>Description of one or more components is limited OR one or more components is not described</td>
<td>All components are described adequately</td>
<td>All components are described adequately with supporting documentation</td>
<td>0 points - 13-15 points</td>
</tr>
<tr>
<td>Present Target Market</td>
<td>More than one of the components listed is not addressed</td>
<td>Description of one or more components is limited OR one or more components is not described</td>
<td>All components are described adequately</td>
<td>All components are described adequately with supporting documentation</td>
<td>0 points - 13-15 points</td>
</tr>
<tr>
<td>Discuss Competition</td>
<td>More than one of the components listed is not addressed</td>
<td>Description of one or more components is limited OR one or more components is not described</td>
<td>All components are described adequately</td>
<td>All components are described adequately with supporting documentation</td>
<td>0 points - 13-15 points</td>
</tr>
<tr>
<td>Marketing Plan &amp; Sales Strategy</td>
<td>More than one of the components listed is not addressed</td>
<td>Description of one or more components is limited OR one or more components is not described</td>
<td>All components are described adequately</td>
<td>All components are described adequately with supporting documentation</td>
<td>0 points - 13-15 points</td>
</tr>
<tr>
<td>Operations</td>
<td>More than one of the components listed is not addressed</td>
<td>Description of one or more components is limited OR one or more components is not described</td>
<td>All components are described adequately</td>
<td>All components are described adequately with supporting documentation</td>
<td>0 points - 13-15 points</td>
</tr>
</tbody>
</table>
### Expectation Item

<table>
<thead>
<tr>
<th>Management &amp; Organization</th>
<th>Not Demonstrated</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key employees/principals identified and described</td>
<td>More than one of the components listed is not addressed</td>
<td>Description of one or more components is limited OR one or more components is not described</td>
<td>All components are described adequately</td>
<td>All components are described adequately with supporting documentation</td>
<td>0 points</td>
</tr>
<tr>
<td>Board of Directors, advisory committee, consultants, and other human resources identified and described</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan for identifying, recruiting, and securing key participants described</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compensation and incentives plan</td>
<td></td>
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</tr>
</tbody>
</table>

- **Provide Long-term Development**
  - Goals for three, five, or more years are identified and documented
  - Risks and potential adverse results identified and analyzed strategic in place to take business forward
  - Plan for identifying, recruiting, and securing key participants described
  - Compensation and incentives plan

- **Financials**
  - Type of accounting system to be used is identified
  - Financial projections are included and reasonable
    - Year 1 monthly cash flow
    - Year 1 monthly income statement
    - Yearly income statements for Years 1, 3 and 5

- **Substantiate and cites sources used while conducting research**
  - Sources are not cited
  - Sources/References are seldom cited to support statements
  - Professionally legitimate sources & resources that support statements are generally present
  - Compelling evidence from professionally legitimate sources & resources is given to support statements

- **Report Format**
  - Guidelines followed and report arranged according to rating sheet (See above Expectation Items)
  - Information presented, but order inconsistent with rating sheet
  - Information arranged according to rating sheet
  - Presented in the correct order and includes written transitions between sections

- **Format and design a business report**
  - Does not format document
  - Inconsistent formatting: excessive white space, and/or unrelated graphics and/or photos
  - Consistent formatting throughout the report
  - Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting

- **Include correct grammar, punctuation, and spelling**
  - More than 5 grammar, punctuation, or spelling errors
  - 5-4 grammar, punctuation, or spelling errors
  - No spelling errors, and not more than 2 grammar or punctuation errors
  - No spelling error, and not more than 1 grammar or punctuation error

#### Report Total (200 points)

Name(s):

School:

Judge Signature:

Date:

Comments:

Business Plan – Page 7 of 8 – Updated September 2023
### Business Plan Presentation Rating Sheet

<table>
<thead>
<tr>
<th>Expectation Item</th>
<th>Not Demonstrated</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describes business concept and company profile</td>
<td>No evidence of business concept or company profile</td>
<td>Business concept OR company profile described</td>
<td>Business concept AND company profile explained</td>
<td>Business concept and company profile explained including how the concept matches the profile</td>
<td>0 points</td>
</tr>
<tr>
<td></td>
<td>0 points</td>
<td>1-8 points</td>
<td>9-12 points</td>
<td>13-15 points</td>
<td></td>
</tr>
<tr>
<td>Explains marketing aspects of business</td>
<td>No marketing evident</td>
<td>One aspect of marketing explained</td>
<td>Two aspects of marketing explained</td>
<td>Three or more aspects of marketing to increase company presentation explained</td>
<td>0 points</td>
</tr>
<tr>
<td></td>
<td>0 points</td>
<td>1-8 points</td>
<td>9-12 points</td>
<td>13-15 points</td>
<td></td>
</tr>
<tr>
<td>Describes operations and management plans</td>
<td>No evidence of company, operations plan, or management plan</td>
<td>Description of operations OR management plan</td>
<td>Description of operations AND management plan</td>
<td>Detailed description of operations and management with plan for future growth</td>
<td>0 points</td>
</tr>
<tr>
<td></td>
<td>0 points</td>
<td>1-8 points</td>
<td>9-12 points</td>
<td>13-15 points</td>
<td></td>
</tr>
<tr>
<td>Provides information on financial documents and projections</td>
<td>No evidence of financial documents or company projections</td>
<td>Provides information on at least one financial document OR one project</td>
<td>Provides information on two financial documents and at least one projection</td>
<td>Provides information on at least three financial documents and at least three projections</td>
<td>0 points</td>
</tr>
<tr>
<td></td>
<td>0 points</td>
<td>1-6 points</td>
<td>7-8 points</td>
<td>9-10 points</td>
<td></td>
</tr>
<tr>
<td>Identifies and analyzes risks and adverse results and provides plan to avoid adverse results</td>
<td>No evidence of risks or adverse results</td>
<td>One risk OR adverse result is given; no evidence of planning</td>
<td>Two risks and at least one adverse result identified; includes a plan with at least one step to avoid adverse results</td>
<td>Three risks and at least one adverse result identified; includes a plan with at least two steps to avoid adverse results</td>
<td>0 points</td>
</tr>
<tr>
<td></td>
<td>0 points</td>
<td>1-6 points</td>
<td>7-8 points</td>
<td>9-10 points</td>
<td></td>
</tr>
<tr>
<td>Identifies long-term goals</td>
<td>No goals identified</td>
<td>Only one goal identified</td>
<td>Two goals identified</td>
<td>Three or more goals identified with specific plan to achieve the goals</td>
<td>0 points</td>
</tr>
<tr>
<td></td>
<td>0 points</td>
<td>1-6 points</td>
<td>7-8 points</td>
<td>9-10 points</td>
<td></td>
</tr>
<tr>
<td>Presentation Delivery</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Statements are well-organized and clearly stated</td>
<td>Competitor(s) did not appear prepared</td>
<td>Competitor(s) were prepared, but flow was not logical</td>
<td>Presentation flowed in a logical sequence</td>
<td>Presentation flowed in a logical sequence; statements were well organized</td>
<td>0 points</td>
</tr>
<tr>
<td></td>
<td>0 points</td>
<td>1-6 points</td>
<td>7-8 points</td>
<td>9-10 points</td>
<td></td>
</tr>
<tr>
<td>Demonstrates self-confidence, poise, assertiveness, and good voice projection</td>
<td>Competitor(s) did not demonstrate self-confidence</td>
<td>Competitor(s) demonstrated self-confidence and poise</td>
<td>Competitor(s) demonstrated self-confidence, poise, and good voice projection</td>
<td>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</td>
<td>0 points</td>
</tr>
<tr>
<td></td>
<td>0 points</td>
<td>1-2 points</td>
<td>3-4 points</td>
<td>5 points</td>
<td></td>
</tr>
<tr>
<td>Demonstrates the ability to effectively answer questions</td>
<td>Unable to answer questions</td>
<td>Does not completely answer questions</td>
<td>Completely answers questions</td>
<td>Interacted with the judges in the process of completely answering questions</td>
<td>0 points</td>
</tr>
<tr>
<td></td>
<td>0 points</td>
<td>1-6 points</td>
<td>7-8 points</td>
<td>9-10 points</td>
<td></td>
</tr>
</tbody>
</table>

**Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)

**Presentation Total (100 max)**

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**Name(s):**

**School:**

**Judge Signature:**

**Date:**

**Comments:**