



What is the Business Plan Competition?

The AIBL Business Plan Competition is an opportunity for AIBL Chapter members to increase their knowledge and enhance their business, entrepreneurial, and academic experience. The goal is to prepare students for business and entrepreneurship opportunities in the future.

The competition is intended to provide an educational experience for AIBL Chapter members by learning the process of creating and presenting a business plan. Each business plan will be created through the efforts of all participating AIBL Chapter members with the guidance of their AIBL Chapter Advisor, and will be presented as a team at the 2019 National AIBL Conference. AIBL Business Plan Competition participants are under no obligation to implement their plans.

Key Dates for the 2019 Competition

FEB 21, 2019	Certifications, Agreements and Registration Form due
MAR 8, 2019	Business Plans are due
MAR 28, 2019	PowerPoint or media presentations are due to AIBL Registration Desk
MAR 29-30, 2019	Presentations for Judge's Panel

Who should participate?

- ❖ Students with a passion to create positive change within their local native community
- ❖ Students with an idea to [start a business](#)
- ❖ Students who have [started a business as a Chapter](#)
- ❖ Students who have an [investment idea](#)
- ❖ Students interested in enhancing their [conceptual, organizational, written and oral presentation skills](#)
- ❖ Students that wish to demonstrate their ability to [clearly communicate an idea to a group of experts and peers](#)

The Structure of the Competition

Step 1 – Submit Business Plans and Registration form: Submit one copy of your complete Business Plan, not to exceed 25 pages (excluding the cover page, table of contents, and appendices). Each participating AIBL Chapter (team) must include the Certificate and Agreements/Registration Form found on page 10 of this packet. Please see the Submission Requirements section on page 5 of this packet for more details. Please note that only **one** business plan will be accepted from each AIBL Chapter.

Step 2 – Power Point Presentation: PowerPoint presentations must be stored on a blank flash drive and submitted to the registration desk by **9:30am on March 28, 2019**. Presentations must be named in the following format: Name of competition - category of competition - Chapter name- 2019. For example: Business Plan Competition - University – University of Utah - 2019

Step 3 – Arrive Early: Teams should be in their designated presentation room 30 minutes early to check-in with the competition coordinator and positively support their AIBL colleagues.

Step 4 – Present Your Business Plan: All confirmed entries will be required to present their business plans in person before the judging panel at the 25th National Leadership Conference in Beaverton, OR. Presentations will be limited to **15 minutes** and should cover the elements of the Executive Summary.

Prizes

Through the generous support of our 2019 Conference sponsors, the AIBL Business Plan Competition will recognize competition winners with cash and in-kind awards.

All monetary awards will be made payable to the winning AIBL Chapter. Each Chapter will decide how the prize money will be distributed. No checks will be made to individuals under any circumstances.

Cash prizes will be awarded as follows:

Category	1 st Place	2 nd Place	3 rd Place
High School	\$ 1,000	\$ 500	\$ 250
Tribal College	\$ 1,000	\$ 500	\$ 250
College / University	\$ 1,000	\$ 500	\$ 250

Who is Eligible?

- AIBL Chapters current with their membership
- Native student-based business clubs are eligible but will be required to submit a dual affiliation and AIBL Chapter application before the submission deadline

Competition Divisions

There are three business plan competition divisions for the 2019 Conference:

- High School
- Tribal College
- College / University

Note: Tribal College and College/ University category may be combined into one category if three business plans from each category are not received.

Judging

AIBL Business Competitions are judged by a mix of philanthropists, venture capitalists, finance officers, and entrepreneurs. Judges are asked to evaluate the plans based upon their potential to become a viable new venture and will focus on the plan or idea, its potential for value creation, and the likelihood of achieving success based upon the team’s plan and presentation.

How to Get Started

An important first step is to designate one AIBL Chapter member from the team as the Team Leader. Your Team Leader will manage all communications and logistics for the team, including any written, verbal, or electronic communications with the National AIBL staff.

The Team Leader's responsibilities include:

- Submitting your team's completed Business Plan with Chapter registration form
- Ensuring that all submissions are made by the deadline
- Ensuring that all submissions meet AIBL BPC guidelines
- Knowing **when** and **where** Teams must meet during BPC
- Check in and submit team's PowerPoint presentation to AIBL Registration Desk

General Requirements

You must submit a business plan **following AIBL's Content Guidelines** below:

1. You may choose to work with an existing Native American business or Native American entrepreneur to create an actual business plan for their existing business or business idea.
2. Your business plan can describe a current or planned Chapter owned and operated business. To be considered a Chapter effort, your Chapter Business Venture must involve, at minimum, two AIBL Chapter members.
3. We will also accept individual's business plans only if the AIBL Chapter agrees to use this plan as a way to help individual members start their own business.
4. Your business must offer a tangible product(s) or service that you can market and sell. Ideally, the competition is for new, independent ventures in the seed, start-up, or early growth stages.
5. No AIBL Chapter can submit a previously submitted business plan.
6. Each Chapter can will be limited to ONE submission per year.
7. This competition is intended primarily for student-created and managed ventures. Students are expected to:
 - a. be a driving force behind the new venture
 - b. have played a major role in developing and submitted the business plan
 - c. participate in the presentation at the conference

Submission and Registration Instructions

We are requiring that all business plans be submitted online in one Adobe (PDF) formatted file. **NO OTHER FORMATS WILL BE ACCEPTED.** It is your responsibility to verify that we receive your plan; all plans submitted and accepted by the National office will receive a confirmation email. Online business plan submissions must be labeled in the following naming convention: Name of competition -

category of competition - Chapter name- 2019. For example: Business Plan Competition - University – University of Utah - 2019.pdf. Please note that only **one file** will be accepted. If your plan has multiple files, please combine all files into one .pdf file for submission. If the file is too large to email, please send it as a Google drive shared file.

Each AIBL Chapter business plan team must submit their business plan and registration forms to electronically to info@abil.org. All application documentation must be received electronically by the AIBL office on March 8, 2019 by midnight (MST).

Format Requirements

1. Business plan submissions must contain an executive summary of no more than one page that is a summary of the business model.
2. The body of the business plan CAN NOT exceed 25 pages in length, single-spaced, excluding the cover page, table of contents (2-page limit), and appendices.
3. There is a 10-page limit for financial statements and appendices.
4. File submissions should NOT exceed a **35-page maximum**.
5. Plans MUST be typed, single-spaced, and in the following format including cover, text, charts and graphics:
 - 1 inch top & bottom margins
 - 1 inch left & right margins
 - Times New Roman Font (12 Font)

Presentation Instructions:

1. **Your Business Plan Competition Power Point Presentation** must be in the *Microsoft* PowerPoint format. The Business Plan Competition Power Point Presentation is not submitted electronically. PowerPoint presentations must be stored on a blank flash drive and submitted to the AIBL Registration Desk by 9:30am on March 28, 2019. Presentations must be named in the following format: Name of competition - category of competition - Chapter name- 2019. For example: Business Plan Competition - University – University of Utah – 2019. The file must be all inclusive of your presentation.
2. A laptop computer and LCD projector will be provided for your team to use during your presentation. Due to limited time, you will not be allowed to use your own equipment.
3. Your oral presentation must **not exceed 15 minutes**. A time keeper will notify you at the 2 minutes remaining mark. When your time is up, your presentation must stop, at this time there will be a **five-minute** period for questions and answers between the presenters and the judging panel.
4. A panel of entrepreneurs, financial professionals, educators, and tribal leaders will judge the business plans submitted for this competition.
5. Business Plans will not be returned to your chapter. Contents of the plan will be held strictly confidential.

Summary of Presentation Instructions:

- At least 2007 version of PowerPoint, no exceptions
- File naming format: Name of competition - category of competition - Chapter name- 2019
- PowerPoint presentations must be saved on a USB (flash/thumb drive) and tested before the National AIBL Conference and submitted by the designated time
- Please make 4 printed copies of your presentation slides to hand out to judges prior to presenting
- Arrive 30 minutes prior to scheduled time to present
- A minimum of two AIBL Chapter members on each team must present
- Presentation duration CANNOT exceed 15 minutes
- Professional business attire only

Content Guidelines

The purpose of a business plan is to serve as a roadmap for the present and a vision of the future. It can also help to attract investors for your business. Here are key components of what the plan should include:

1. **Executive summary** – business concept, key success factors, and financial situation/needs
2. **Company profile** – inspirational vision statement describing the business you want to create, including who your customers will be, what and how you plan to sell to them; and, a mission statement describing why your business exists and why customers will buy your product or service. The best mission statements briefly but powerfully convey a company's commitment to its customers.
3. **Products and services** – product/service description, positioning of products/services, and competitive evaluation of products/services
4. **Competitive analysis** – industry overview, competition, competitor products and services, opportunities; key strengths and weaknesses compared to your competitors,
5. **Market analysis** – market overview, market segments, and target market and customers. To show investors or lenders that you have researched the market and understand the challenges, include reasons why the venture could fail, and your strategies for addressing these risks.
6. **Objectives** – your highest priority goals in the key areas of your business, including finance marketing, and operations. What do you want to accomplish in the near-term future? Where will you focus your time and resources? The best objectives are clearly-stated, specific, and measurable.
7. **Strategies** – the general approaches you will take to achieve your goals. Strategies describe how you will go about making your business successful over time given the strengths and weaknesses inside your business and the opportunities and threats in the marketplace.
8. **Plans** – the specific action steps you will take to achieve your objectives. Effective plans clearly state “who will do what by when.”
9. **Management qualifications and operations** – key personnel, organizational structure, product/service delivery, customer service/support, facilities. To get bank financing or investors, management experience is a critical element of your plan because investors generally invest in people, not products. A lot of businesses have great product ideas, but not all have the skills and experience to succeed.
10. **Financial information** – assumptions and comments, starting balance sheet and projection, profit-and-loss projection, cash flow projection, and ratios and analyses.

Appendix – support documents; i.e., a picture or brochure of your product/service, bio of the local Native American existing business or entrepreneur, etc.

Additional information can be found at: <https://handsonbanking.org/>

NOTE: Plans that do not contain all the required information, in the outlined order will not be accepted.

Evaluation Criteria:

The judges will be given a standard scoring sheet to evaluate your plan and on-site presentation. The scoring sheet is outlined here for your review.

Judges Evaluation

Chapter Name: _____ Plan Name: _____

Point Assignment: 5 & 10 scales

(0 – 1) (0 -- 3) Some of the essential components are missing.

(2 – 3) (4 -- 6) Most components are included but some are unclear.

(4 – 5) (7--10) All components are included and clearly stated.

Score Card Part I	Points Allowed	Points Awarded
Executive Summary:	0-5	
Critique:		
Business Description:	0-5	
Critique:		
Definition of the Market:	0-5	
Critique:		
Definition Products and Services:	0-5	
Critique:		
Organization and Development:	0-5	
Critique:		
Marketing and Sales Strategy:	0-5	
Critique:		
Financial Management:	0-10	
Critique:		
Overall Plan:	0-10	
Critique:		
Part I – Total Possible Points = 50		

Judges Name or Initials: _____

Chapter Name: _____ Plan Name: _____

Point Assignment: 5 & 10 scales

(0 – 1) (0 -- 3) Some of the essential components are missing.

(2 – 3) (4 -- 6) Most components are included but some are unclear.

(4 – 5) (7--10) All components are included and clearly stated.

Score Card Part II	Points Allowed	Points Awarded
Market Opportunity: There is a clear market need presented as well as a way to take advantage of that need. Critique:	0-5	
Distinctive Competence: The business provides something novel/unique that gives it a competitive advantage in its market. Critique:	0-5	
Management and Organization: The entrepreneur(s) can effectively develop this company and handle the risks associated with the venture. Critique:	0-5	
Financial Understanding: The entrepreneur(s) has a solid understanding of the financial requirements of the business. Critique:	0-5	
Investment Potential: The business represents a real investment opportunity in which you would consider investing. Critique:	0-5	
Sustainability: The business idea improves the environment or addresses how the business will be energy efficient. These actions could include preserving clean air, water, and soil; reducing waste; improving energy efficiency or developing renewable energy ideas; and promoting healthy living for people and communities. Critique:	0-5	
Oral Presentation: Presented the venture in a logical, persuasive manner, and answered questions well. Critique:	0-20	
Part I – Total Possible Points = 50		

Judges Name or Initials: _____

2019 Business Plan Final Scores

Chapter Name: _____ **Plan Name:** _____

Total Points Awarded Section I (of 50): _____

Total Points Awarded Section II (of 50): _____

Total Overall Points for Business Plan (100 Total) _____

Notes, Critique, and/or Advice:

Judges Name or Initials: _____

**AIBL BUSINESS PLAN COMPETITION 2019
CERTIFICATIONS, AGREEMENTS, AND REGISTRATION FORM**

By submitting a Business Plan to the 2019 AIBL Business Plan Competition, each contestant listed below agrees to the following conditions:

Originality of Plan – The ideas and concepts set forth in the original work of the contestants and that no Contestant is under any agreement or restrictions which prohibit or restrict his or her ability to disclose or submit such ideas or concepts to the Competition.

Compliance with the Eligibility Guidelines of the Competition – Each Contestant has reviewed the Eligibility Guidelines and by his or her signature below certifies that this entry and the team (chapter) or individual it represents complies with the Guidelines and agrees to abide by the Guidelines. Each Contestant also certifies that the venture had no revenues and raised no outside equity capital and/or did not undertake any other formal startup activities prior to the current academic year.

Waivers and Releases – Each contestant understands that AIBL, each of the co-sponsors, judges, mentors, co-organizers (the “Competition Officials”) and its directors, officers, partner’s employees, consultants, and agents (collectively “Organizer Representatives”) are volunteers and are under no obligation to render any advice or service to any Contestant. The views expressed by the judges, co-sponsors, co-organizers, and the Organizer Representatives are their own and not those of AIBL or any other person or entity.

**PLEASE COMPLETE THE FOLLOWING SECTION AND
SUBMIT THIS FORM BY FEB 21, 2019**

AIBL Chapter (Team) Name: _____

Team Lead Name: _____ Team Lead email: _____

Business Concept Idea: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email Address: _____

List all team members:

Name:	Email Address:

Contact Information and Mailing Address

If you have any questions, please direct all inquiries to:

AIBL National Office:

Phone: 406-371-7170

Email Address:

info@aibl.org