



# Business Plan Competition Guidelines



# Business Plan Competition 2022

## What is the Business Plan Competition?

The Business Plan Competition is an opportunity for students 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 students by learning the process of creating and presenting a business plan. Each business plan will be created through the efforts of all participating students with the guidance of business mentors and will be presented as a team at the 2022 AIBL Business Plan forum. Business Plan Competition teams are under no obligation to implement their plans.

## Key Dates for the 2022 Competition

May, 1 Certifications, Agreements and Registration Form due  
May, 30 Written Business Plans due  
June, 30 Video Submissions are due

## Who should participate?

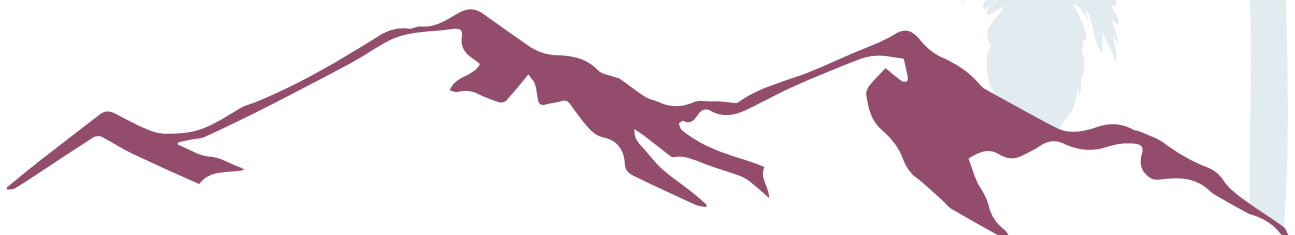
- Students with a passion to create positive change within their local Indigenous community
- Students with an idea to [start a business](#) or [have an investment idea](#)
- Students who have [started a business](#)
- Students interested in enhancing their conceptual, organizational, written, and oral presentation [skills](#)

Examples of previously successful business plan concepts:

- Campus coffee shop
- Healthy food and snack kiosk
- Food bank for tribal community
- Media and advertisement business

## The Structure of the Competition

Step 1 – Submit Business Plans and Registration Form: Submit the components of your business plan via email, as outlined in this packet. Teams must include the Certificate and Agreements/Registration Form found at the end of this document. Please note that only [one](#) business plan will be accepted from each AIBL Chapter Team. Plans that have been submitted to AIBL's competition in the past are not eligible for consideration.



Step 2 – Submit Video: All submissions must include a 10-minute video (maximum) that is a basic introductory pitch for your business plan. You will upload your video via our YouTube Channel. We will provide the link once you have registered for the competition. Late submissions will not be accepted, and all components of the written business plan and video must be received to advance to the judge's review stage. This video pitch will take the place of the on-site group presentation formally used.

Here are some tips for making a great pitch video:

- Remember the 5 Ws. Don't assume people already know what your plan is and what you're all about. In your pitch video be sure to address the 5 Ws: Who are you? What are you doing? Where will this take place? And of course — why do we care?
- Show, rather than tell. Use concrete examples like photos, video clips of your work, testimonials from others, etc. Don't just face the camera and explain your business plan. Make your video a visual showcase of what you're all about. Additionally, don't just show us your project. Give your audience a little facetime! Speaking directly at your audience makes your appeal more personal and gives a face to your campaign.
- Make sure we can hear you. Good audio is so important. Take your video (or any audio recording) in a quiet space and try to eliminate white noise and static by using the controls in your video editor. If anything is at all unclear, consider using subtitles.
- Have a great opening. Make sure to get people's attention from the very beginning of your pitch!

Step 3 – Video presentation session. After the audience views your video presentation, your Chapter will participate in a ten-minute Q & A session with the judges. Judges will have reviewed your written business plan prior but will be viewing the video live with you and the group of participants. Judges will ask you questions based on your written business plan, financial projections, and the video presentation. The Q&A portion will be the only LIVE part of the competition for your Chapter.

### Who is Eligible?

- AIBL Chapters current with AIBL 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 2022 Conference; High School, Tribal College, and University.

Note: The Tribal College and University categories may be combined into one category if three business plans from each category are not received. If your school is an AIHEC member institution, you will compete in the Tribal College Division.



## Prizes

Through the generous support of our 2022 Conference sponsors, the AIBL Business Plan Competition will recognize competition winners with cash awards in each division. All monetary awards will be made payable to the winning team's AIBL Chapter. Each team will decide how the prize money will be distributed. No checks will be made to individuals under any circumstances. Cash prizes will be awarded in all divisions in the following amounts:

- 1<sup>st</sup> Place \$1,000
- 2<sup>nd</sup> Place \$500
- 3<sup>rd</sup> Place \$250

## Judges

The Business Plan Competition will be judged by a mix of philanthropists, venture capitalists, finance officers, and entrepreneurs. Judges are asked to evaluate the written business 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 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 application, and AIBL Chapter registration form (if applicable)
- Ensuring that all submissions are made by the deadline
- Ensuring that all submissions meet BPC guidelines

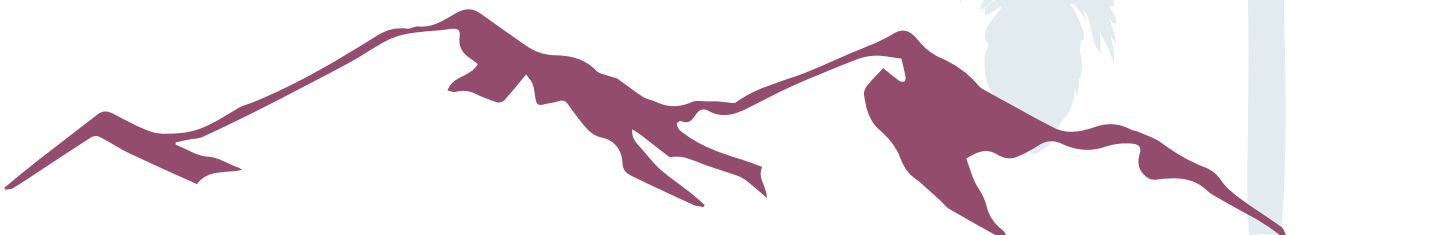
## General Requirements

You must submit a business plan following [Content Guidelines](#) below:

- 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.
- Your business plan can describe a current or planned business. To be considered a team or chapter effort, your business venture must involve, at minimum, two chapter members.
- 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.
- Each AIBL Chapter will be limited to ONE submission per year.

This competition is intended primarily for student-created and managed ventures. Students are expected to:

- Be a driving force behind the new venture
- Have played a major role in developing and submitting the business plan
- Participate in the presentation at the conference



## Submission and Registration Instructions

We are requiring that all business plans be submitted via email to [info@aibl.org](mailto:info@aibl.org) as a .pdf document. NO OTHER FORMATS WILL BE ACCEPTED. It is your responsibility to verify that we receive your plan; all plans submitted will receive a confirmation email. If your plan has files that are too large to submit, please send it as a Google Drive shared file to [info@aibl.org](mailto:info@aibl.org). Files should be name using the division (HS, TC or UNI), name of school and year. For example, West Elm High School's file would be named and submitted as: HS-WesternElm-2022.pdf.

## Format Requirements

- Business plan submissions must contain an executive summary of the business model that is no more than one page.
- The body of the business plan CANNOT exceed 25 pages in length, single-spaced, excluding the cover page, table of contents (2-page limit), and appendices.
- There is a 10-page limit for financial statements and appendices.
- File submissions should NOT exceed a 35-page maximum.
- Plans MUST be typed, single-spaced, and in the following format including cover, text, charts and graphics.
- Only .pdf files will be accepted.

## Presentation Instructions:

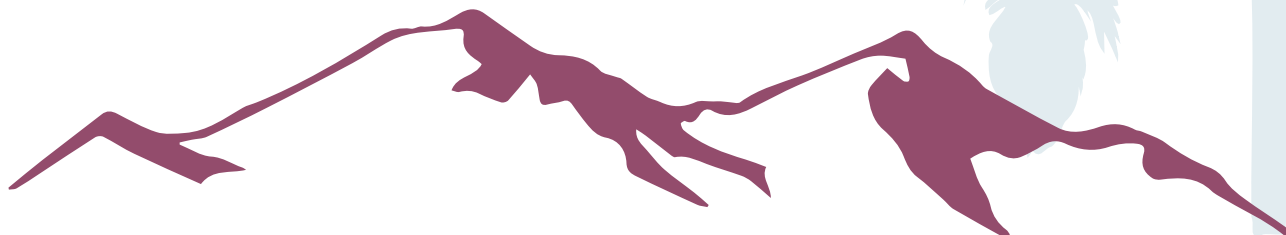
- The group of judges and the audience will watch (for the first time) your 10-minute video with you at the Business Plan Competition, July 15th, from 1:00-5:00 P.M. They will have already reviewed your written business plan and will base their questions off your video and written business plan. Judges will be allowed 10 minutes for questions.
- A group of at least 2 student Chapter Members must be present for the Q&A session. Virtual presentation is not supported at this time.
- A panel of entrepreneurs, financial professionals, educators, and tribal leaders will judge the business plans submitted for this competition.
- Business Plans will not be returned to your chapter. Contents of the plan will be held strictly confidential.

## Summary of Presentation Instructions:

### 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. Industry 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. Also address your key strengths and weaknesses compared to your competitors.
3. Marketing Strategies – How will you promote your product or service? Please address the 5 P's of



marketing:

- Product: What are the key features, benefits and the needs/wants of the customers and how are these translated to the function, packaging, appearance, warranty and quality of the product/service?
  - Price: What is the pricing strategy for the product?
  - Place: Where will the product/service be made, sold, and distributed?
  - Promotion: What methods will you use to promote your product or services to your potential customers and clients?
  - People: How do you want your employees to be perceived by customers? How do you plan to provide good customer service?
4. 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 existing local Native American business or entrepreneur, etc.

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 based on the above guidelines.

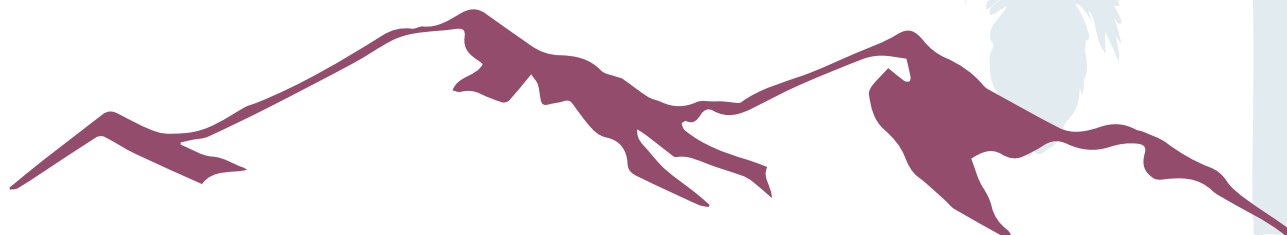
## AIBL BUSINESS PLAN COMPETITION 2022 CERTIFICATIONS, AGREEMENTS, AND REGISTRATION FORM

By submitting a Business Plan to the 2022 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 Business Plan 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  
SUBMIT THIS FORM BY May 1, 2022

AIBL Chapter:

AIBL Advisor Name:

AIBL Advisor Email:

Team Lead Name:

Team Lead Email:

Business Concept Idea:

List all team members:

Name:	Email Address:

Contact Information

If you have any questions, please direct all inquiries to: [info@aibl.org](mailto:info@aibl.org)

