



National AIBL Conference

Business Plan Competition Guidelines

Eligibility Requirements

Your Chapter must have a current Application for the Establishment of an AIBL Chapter form or a Renewal of AIBL Chapter Status form on file at the National AIBL Office.

Competition Divisions

The competition will be separated into three divisions: *High School, Tribal College, and University.*

Awards

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:

- **1st Place \$1,000**
- **2nd Place \$500**
- **3rd Place \$250**

What is the Business Plan Competition?

The Business Plan Competition is an opportunity for students to prepare and increase their knowledge and enhance their business, entrepreneurial, and academic experience. 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 AIBL Conference Business Plan Competition. Teams are under no obligation to implement their plans.

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 conceptual, organizational, written, and oral presentation skills.

The Structure of the Competition

Step 1 – Submit Business Plan: Please submit the components of your business plan through the link on our conference page website. The deadline for the written Business Plan is **February 24th, 2023, Midnight**. NO OTHER FORMATS WILL BE ACCEPTED. It is your responsibility to verify that we received your plan. 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 PowerPoint, Prezi, or Keynote Presentation: All Chapter presentations will be **LIVE** using one of these formats on the stage screen. Your presentation will be limited to **10 minutes** and should cover the four main components of the **Content Guidelines; Executive Summary, Industry Analysis, Marketing Strategies, and Financials.**

There is **NO** video component. Please make **3 printed copies** of your presentation slides to hand out to judges prior to presenting at the conference. The deadline to submit your PowerPoint, Prezi, or Keynote Presentation is **March 17th, 2023, Midnight**.

Step 3 - Present Your Business Plan: Teams should be in the designated presentation room during the allotted competition time. Chapters will be called to the stage in random order so be prepared to present at any time. A minimum of two AIBL Chapter members on each team must present. Professional business attire is recommended. All confirmed entries will be required to present their business plans in person before the judging panel at the National Leadership Conference in **Las Vegas, NV**. Presentation duration **CANNOT exceed 10 minutes**.

Step 4 - After the audience listens to your presentation, your Chapter will participate in a **10 minute** Q & A session with the judges. Judges will have reviewed your written business plan prior to this date. Judges will ask you questions based on your written business plan and financial projections.

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

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 the **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

Format Requirements

- Business plan submissions must contain an executive summary of the business model, 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.
- Table of contents and page numbers.
- 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:

- Judges will have already reviewed your written business plan and will base their questions off your presentation 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.
- Business Plans will not be returned to your Chapter. Contents of the plan will be held strictly confidential.

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. **Financials** – Assumptions and comments, starting balance sheet and projection, profit-and-loss projection, cash flow projection, funding source, how much for startup, 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.

Judges Evaluation Scoring Sheet: Based on the Content Guidelines

Ratings	5 - excellent	4 - very good	3- good	2 - fair	1 - poor
Executive Summary					
Business Concept					
Key Success Factors					
Financial Situation & Needs					
Industry Analysis					
Market Overview					
Market Segments					
Target Market & Customers					
Challenges					
Key Strengths					
Marketing Strategies					
Product					
Price					
Place					
People					
Financials					
Assumptions & Comments					
Starting Balance Sheet					
Profit-and-loss Projection					
Cash Flow Projection					
Funding Source					
Startup Costs					
Ratios & Analysis					
Sustainability					
Energy Efficient					
Environmentally Friendly					

Promotes Healthy Living					
Presentation (judged in-person at conference)					
Attire- business casual					
Energy					
Confidence					
Clarity					
Presentation Esthetics					
Delivery					
Nonverbals - posture, eye contact, facial expressions					
Time Adherence					