



AIBL National Conference

Business Plan Competition Guidelines

The **Business Plan Competition** is an opportunity for students to increase their knowledge and enhance business, leadership, and entrepreneurial experience. The competition is an educational experience for students to learn the process of creating and presenting a business plan. Each business plan will be created and submitted by Chapters through the combined efforts of all participating students with the guidance of business mentors and AIBL advisors. A business plan stage presentation will be presented as a team at the National Conference.

Who Should Participate

We encourage Chapters to participate if they are interested in:

- creating positive change within their local Indigenous community.
- starting a business, idea, plan, or project.
- enhancing conceptual, organizational, and oral presentation skills.

Eligibility Requirements

Active AIBL Chapters. Chapters must travel to the AIBL National Conference to compete live on stage.

Competition Divisions

Three divisions: **High School, Tribal College, and University.**

Awards

Checks and trophies will be awarded to winning teams who place in each division and are announced at the awards banquet:

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

Monetary awards will be in the form of a check made payable to the winning team's AIBL Chapter. Teams will decide how the money will be distributed. No checks will be made to individuals.

Competition Overview

Preparation

- Designate a team lead who will communicate and submit all final documents to AIBL, ensure guidelines are met, and deadlines are adhered to.

Business Plan

- Create a business plan using Google Docs or Microsoft Word, saved in PDF format. Business plans should be created under the guidance of AIBL advisors.
- Submit the business plan in advance of the National Conference for judges to review.

Stage Presentation

- Create a stage presentation summarizing the business plan using Google Slides, Canva, or PowerPoint, saved in PDF format.
- Meet with your professional business mentor assigned to your Chapter by National AIBL to review, provide feedback, and approve the stage presentation.
- Submit the stage presentation in advance of the National Conference.

National Conference

- Present the stage presentation in front of a live audience and judges panel at the National Conference.
- Participate in a Q&A with judges regarding the business plan after the stage presentation.

- Judges scores tallied up following all stage presentations.
- Winning teams announced at the awards banquet.

Submission Instructions

Teams must adhere to all guidelines, submission dates, and deadlines. All deadlines are the due dates listed on the competition portal, PST 11:59 pm. Teams must use the competition portal at aibl.org/annual-conference for all submissions. Only one business plan and one stage presentation will be accepted from each Chapter. Past business plans are not eligible for submission. Business plans and stage presentations not submitted through the competition portal by the deadline will not be accepted and the Chapters invitation to compete will be revoked. Submission instructions are as follows:

- Sign up to secure your team's spot to compete on stage at the National Conference.
- Submit the business plan in PDF format for judges to review.
- Submit the stage presentation in PDF format.

Parameters

Chapters are not obligated to implement their business plans. Business plans submitted will not be returned. Contents of the business plan will be held strictly confidential and must fall within the following parameters:

- Chapters can work with an existing Indigenous business or entrepreneur to create a business plan for their existing business, concept, or idea.
- Business plans must describe a current or planned business for new, independent ventures in the seed, start-up, or early growth stages.
- Business plans must offer a tangible product(s) or service that can be marketed and sold.
- Businesses, concepts, or ideas must be student-created and managed. 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 stage presentation at the National Conference.

Time Adherence

Stage presentations are 10 minutes total.

- 5 minutes: stage presentation
- 5 minutes: Q&A with judges

Business Plan Content (what judges review in advance of the National Conference)

Business plans must include a table of contents, executive summary, and five key components that cover various aspects of the current or planned business: an executive summary, business description, industry analysis, marketing analysis, marketing strategy, and financials. Business plans must be typed in size 12 font, single-spaced, with a maximum page length of 15 pages total. Business plans must be saved and submitted in PDF format.

Table of Contents (1-page maximum)

The table of contents is a list, usually found on a page before the start of a written work, of its section titles with their page numbers.

Executive Summary (1-page maximum)

The executive summary provides an overview of the business plan as a whole and highlights what the business plan will cover. It should include:

- Mission Statement
- Business concept or idea

Business Description (2-page maximum)

The business description provides a comprehensive description of your business and its goals, products, services, and target customer base. It should include a description of:

- Business and its goals
- Product(s) or services that you plan to offer or currently offer and key features
- Target customer base and demographics

Industry Analysis (2-page maximum)

The industry analysis provides details regarding the industry your business plans to serve along with any trends and major competitors within the industry. It should include a description of:

- Industry your business plans to serve
- Trends and major competitors within the industry
- Key success factors of your business
- What distinguishes your business from the competition

Market Analysis (3-page maximum)

The market analysis assesses the market within a specific industry by researching and identifying the target customer base. The goal of this section is to clearly define your target customer base so that you can better understand how your product(s) or services will perform and make informed business decisions. It should include a description of:

- Target customer or consumer base
- Geographic location(s) of your target markets
- Where your target market spends most of their time
- How buyers and sellers are connected for the exchange of product(s) or services
- Primary challenges experienced by your target customers
- Prominent needs of your target market and customers

Marketing Strategy (3-page maximum)

The marketing strategy covers details about how you plan to market and sell your product(s) or services. It should include a description of:

- How your product will meet your target market and customers needs versus your competitors
- Packaging and appearance of the product(s) or services
- How you will market and promote your product(s) or services
- Pricing for your product(s) or services
- Where the product(s) or services will be made, sold, and distributed
- How you plan to provide good customer service

Financials (3-page maximum)

The financial section of your business plan explains how you anticipate bringing in revenue and offers details about the financial needs of your business. It should provide:

- Funding source(s)
- Startup costs
- Starting balance sheet
- Profit and loss projections
- Cash flow projections

Stage Presentation Content (what is presented on-screen live at the National Conference)

Teams presenting on stage must adhere to the following guidelines for stage presentations. Stage presentations should be created under the guidance of a professional business mentor assigned to Chapters by National AIBL. Mentors will support the Chapter to enhance the team's presentation skills, review, provide feedback, and approve the stage presentation prior to submission. Mentors will focus on the clarity and coherence of the presentation's content, thoroughness of ideas, and visual appearance of the slides. Stage presentations should provide a birds eye view of the business plan content.

Teams need to arrive on time for the business plan competition. Chapters will be asked to the main stage when their Chapter name is displayed on the stage screen. The presentation order will not be shared with Chapters or the audience.

- Once all team members are securely on stage and start speaking, the timer will start.
- Each Chapter is allotted 10-minutes of stage time to present their business plan.
- At 4 minutes 45 seconds, a Jeopardy sound will play, and at the 5-minute mark, the presentation screen will turn black. Judges will immediately begin the Q&A portion of the presentation.
- At 9 minutes 45 seconds, another Jeopardy sound will play, and at the 10-minute mark, the screen will turn black and presenters can thank the judges and leave the stage.

Judges Scoring

At least **three** Chapter members must present live on stage with speaking roles. The judge's scores will remain confidential during and after the competition. A one-page "commentary & feedback" sheet will be provided via email to Chapters after the conference. Presentations will be judged on the following criteria:

(Rating system: 5 = excellent, 4 = very good, 3 = good, 2 = fair, 1 = poor)