



2022 Business Pitch

Business Plan Name: _____

Judge: _____

Goal: Students need to create a business plan that meets their goals and provides a clear evaluation of their direction and desired outcomes.

Introduction

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- The business and its goals are clear
- The ownership and legal structure is understood and appropriate
- The business has a competitive advantage
- The human capital has skills and experience applicable to the business

Marketing

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- Goods and services are clearly described for the target audience
- Target audience is identified
- There are measurable plans and/or partnerships to attract target market
- There is a strategy for reaching target market
- Product and/or services are priced and clear

Revenue

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- Monthly cash flow for the first year is defined
- There is a defined return on investment within the first year
- Expenses inclusive of overhead are accounted for in the ROI model
- Start up cost are accounted for in revenue model
- Equipment cost are accounted for in revenue model
- If additional capital is required, there is a plan within market standards to secure funds
- Completed projected income statements
- Within the ROI model there is a clear break-even point and outlined profitability in order to stay in business
- There is a fail/safe plan in place should the revenue doesn't go as planned

Operations

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- Day to day operations are laid out
- It is clear if the business is a sole-proprietorship or self employed
- Hiring is clear even in the event the model is self-employed, there is a plan for what staffing would be required and retained
- All applicable contracts are accounted for (rent, insurance, contracting)
- Gaps in understanding or learning are outlined if they exist
- Risks and threats are outlined and a mitigation plan is explained
- Key milestones are outlined
- There is a clear sustainability plan for the business to succeed

Discretionary

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- You feel this business is a good opportunity for the student presenting
 - There are unique components to this opportunity
 - There is something about this plan that you feel will be a great success
 - There are other items not included on this rubric that you would like to add positive scored because the items were not able to be scored prior to now
 - You feel this student has a unique advantage and has aligned the business to

capitalize on the opportunity