

Business Plan



FBLA High School Competitive Events Guidelines

2022–2023

Presentation Events

Overview

These events consist of a presentation or interview with judges. The requirements for each event vary. Check specific event guidelines for requirements.

Eligibility

States may submit four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

Finals

Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

American Enterprise Project
Broadcast Journalism
Business Ethics
Business Financial Plan
Business Plan
Coding & Programming
Community Service Project
Computer Game & Simulation
Programming
Data Analysis
Digital Animation – *MODIFIED*
Digital Video Production
E-business
Electronic Career Portfolio
Future Business Leader
Graphic Design
Introduction to Business
Presentation
Introduction to Public
Speaking – *MODIFIED*
Introduction to Social Media
Strategy
Job Interview
Local Chapter Annual
Business Report
Mobile Application
Development
Partnership with Business
Project
Public Service Announcement
Public Speaking – *MODIFIED*
Publication Design
Sales Presentation
Social Media Strategies
Website Design

Business Plan

Number of participants: 1–3 (I or T)

Equipment Setup Time: 5 minutes (timer starts when 5 min. are up)

Prep Time: N/A

Performance Time: 7 minutes

Warning Time: 6 minutes

Time Up: 7 minutes

Q&A: Yes (3 minutes)

Submission by 2nd Tuesday in May

PDF must be uploaded

of Pages

15

Specific Guidelines

An effective business plan should include the following information:

- **Executive Summary** provides a brief synopsis of the key points and strengths included in the plan.
- **Company Description** includes basic details of the business, including an overview, location, legal structure, and organization.
- **Industry Analysis** provides an analysis of the larger industry in which the business will belong; analyzes key trends and players in the industry; demonstrates an understanding and awareness of external business decisions.
- **Target Market** provides a brief overview of the nature and accessibility of the targeted audience.
- **Competitive Analysis** includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses.
- **Marketing Plan and Sales Strategy** demonstrates how the business' product or service will be marketed and sold; includes both strategic and tactical elements of the marketing and sales approach.
- **Operations** provides an overview of business operations on a day-to-day

basis, including

production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.

- **Management and Organization** describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives.
- **Long-Term Development** gives a clear vision of where the business will be in three (3), five (5), or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
- **Financials** indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
- **Appendix** includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).
- **Note:** Business must not have been in operation more than 12 months.

Business Plan (CONT.)

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Front cover and table of contents are not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX-XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- If information is not available for a criterion, include a statement to that effect in your report.
- Points will be deducted if the written project does not adhere to the guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

Technology Guidelines

- Internet access will not be provided.
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

Penalty Points Deducted by Judges

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for each instance of not following guidelines.

HIGH SCHOOL - BUSINESS PLAN

Report Rating Sheet

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
Provide brief and concise Executive Summary Convince reader that business concept is sound and has a reasonable chance of success	No Executive Summary is given		Executive Summary is provided but does not show evidence of sound business concept OR reasonable chance of success		Executive Summary is provided AND shows evidence of sound business concepts and reasonable chance of success		Executive Summary serves as a strong introduction and transitions into the remainder of the report			
	0	○	1-5	○	6-10	○	11-15	○		
Develop Company Profile Legal form of business Effective date of business Company mission statement/vision Company governance Company location(s) Immediate development goals Overview of company's financial status	More than one of the components listed is not addressed		Description of one or more components is limited OR one or more components is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	1-5	○	6-10	○	11-15	○		
Present Industry Analysis Description of industry (size, growth rates, nature of competition, history) Trends and strategic opportunities within industry	More than one of the components listed is not addressed		Description of one or more components is limited OR one or more components is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	1-5	○	6-10	○	11-15	○		
Present Target Market Target market defined (size, growth potential, needs) Effective analysis of market's potential, current patterns, and sensitivities	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	1-5	○	6-10	○	11-15	○		
Discuss Competition Key competitors identified Effective analysis of competitors' strengths and weaknesses Potential future competitors Barriers to entry for new competitors identified	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	1-5	○	6-10	○	11-15	○		
Share Marketing Plan and Sales Strategy Key message to be communicated identified Options for message delivery identified and analyzed including Web process Sales procedures and methods defined	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	1-5	○	6-10	○	11-15	○		
Describe Operations Business facilities described Production plan defined and analyzed Workforce plan defined and analyzed Impact of technology	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	○	1-5	○	6-10	○	11-15	○		

Discuss Management and Organization Key employees/principals identified and described Board of directors, advisory committee, consultants, and other human resources identified and described Plan for identifying, recruiting, and securing key participants described Compensation and incentives plan	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	<input type="radio"/>	1-5	<input type="radio"/>	6-10	<input type="radio"/>	11-15	<input type="radio"/>		
Provide Long-term Development Goals for three, five, or more years are identified and documented Risks and potential adverse results identified and analyzed Strategy in place to take business toward long-term goals	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	<input type="radio"/>	1-7	<input type="radio"/>	8-14	<input type="radio"/>	15-20	<input type="radio"/>		
Show Financials Type of accounting system to be used is identified Financial projections are included and reasonable •Year 1 monthly cash flow •Year 1 monthly income statement •Yearly income statements for Years 1, 3, and 5	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	<input type="radio"/>	1-7	<input type="radio"/>	8-14	<input type="radio"/>	15-20	<input type="radio"/>		
Include supporting documentation including a Work Cited page	More than one of the components listed is not addressed		Description of one or more components is limited OR one component is not described		All components are described adequately		All components are described adequately with supporting documentation			
	0	<input type="radio"/>	1-5	<input type="radio"/>	6-10	<input type="radio"/>	11-15	<input type="radio"/>		

Report Format

Arrange information according to rating sheet (See above Expectation Items)	Missing one or more sections and/or does not follow rating sheet		All information presented, but order inconsistent with rating sheet		Information arranged according to the rating sheet		Presented in the correct order and includes written transitions between sections			
	0	<input type="radio"/>	1-3	<input type="radio"/>	4-7	<input type="radio"/>	8-10	<input type="radio"/>		
Format and design a business report	Does not format document		Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos		Consistent formatting throughout the report		Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting			
	0	<input type="radio"/>	1-3	<input type="radio"/>	4-7	<input type="radio"/>	8-10	<input type="radio"/>		
Include correct grammar, punctuation, and spelling	More than 5 grammar, punctuation, or spelling errors		3-4 grammar, punctuation, or spelling errors		No spelling errors, and not more than 2 grammar or punctuation errors		No spelling errors, and not more than one grammar or punctuation error			
	0	<input type="radio"/>	1-2	<input type="radio"/>	3-4	<input type="radio"/>	5	<input type="radio"/>		
Report Subtotal (200 max)										

Penalty Points

Deduct 5 points for each instance of report/project guidelines not being followed	- ____	<input type="radio"/>	Total Penalty	- ____	
Grand Total (200 max)					

Name(s) _____

School: _____

State: _____

Judge's Signature: _____

Date: _____

Performance Rating Sheet

□ Preliminary Round

Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
Describes business concept and company profile	No evidence of business concept or company profile		Business concept OR company profile described		Business concept AND company profile explained		Business concept and company profile explained including how the concept matches the profile			
	0	○	1-5	○	6-10	○	11-15	○		
Explains marketing aspects of business	No marketing evident		One aspect of marketing explained		Two aspects of marketing explained		Three or more aspects of marketing to increase company performance explained			
	0	○	1-5	○	6-10	○	11-15	○		
Describes operations and management plans	No evidence of company, operations plan, or management plan		Description of operations OR management plan		Description of operations and management plan		Detailed description of operations and management with plan for future growth			
	0	○	1-5	○	6-10	○	11-15	○		
Provides information on financial documents and projections	No evidence of financial documents or company projections received		Provides information on at least one financial document OR one projection		Provides information on two financial documents and at least one projection		Provides information on at least three financial documents and at least three projections			
	0	○	1-3	○	4-7	○	8-10	○		
Identifies and analyzes risks and adverse results and provides plan to avoid adverse results	No evidence of risks or adverse results		One risk OR adverse result is given; no evidence of planning		Two risks and at least one adverse result identified; includes a plan with at least one step to avoid adverse results		Three risks and at least one adverse result identified; includes a plan with at least two steps to avoid adverse results			
	0	○	1-3	○	4-7	○	8-10	○		
Identifies long-term goals	No goals identified		Only one goal identified		Two goals identified		Three or more goals identified with specific plan to achieve the goals			
	0	○	1-3	○	4-7	○	8-10	○		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	○	1-3	○	4-7	○	8-10	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1-2	○	3-4	○	5	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	1-3	○	4-7	○	8-10	○		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Dress Code not followed	-5	○	Deduct 5 points for each instance of guidelines not being followed	-_____	○	Total Penalty	-_____	
						Performance Total		
						Report Total (200 max)		
						Grand Total		

Name(s):

School:

Judge's Signature:

Date:

General Performance Event Guidelines

Performance Guidelines

- Fifteen competitors/teams or an equal number from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary performances for an event, two competitors/teams from each section will advance to the final round.
- In the case of team events, all team members are expected to actively participate in the performance.
- Each competitor must compete in all parts of an event for award eligibility.
- Competitors cannot be replaced or substituted for prejudged events except for the chapter events— American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. **PLEASE NOTE** that competitive events start the morning before the opening session of NLC.
- All competitors must comply with the FBLA dress code.
- Prejudged materials and résumés will not be returned.

- No animals (except authorized service animals) will be allowed for use in any competitive events.

Technology Guidelines

- Competitors present directly from a laptop/ device in the preliminary round. Screens and projectors are not allowed for use during preliminary round competition, and competitors are not allowed to bring their own. Power will not be available.
- Competitors can present with and bring any of the following into the performance as long as it fits on the small table in front of the judges table or is held by the competitors:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- The following will be provided for the final round of technology presentation events: screen, power, table, and projector. It is up to final round competitors to determine if they wish to use the provided technology.
- Participants using laptops or other devices that do not have an HDMI port will need to provide their own adapters.

NOTE: Technology Guidelines continued on the next page.

General Performance Event Guidelines

Technology Guidelines (cont.)

- Internet access will be provided for:
 - Coding & Programming
 - Computer Game & Simulation Programming
 - Data Analysis
 - Digital Animation
 - Digital Video Production
 - E-business
 - Electronic Career Portfolio
 - Introduction to Social Media Strategy
 - Mobile Application Development
 - Public Service Announcement
 - Social Media Strategies
 - Website Design
- Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting laptops/devices on which to present.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.

Performance Competencies

- Demonstrate excellent verbal communication skill.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

Penalty Points Deducted by Judges

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for each instance of not following guidelines.

General Performance Event Guidelines

Audience

- Preliminary performances are not open to conference attendees.
- Final performances may be open to conference attendees, space permitting (except for interview and prep/case events). Finalists may not view other competitors' performances in their event.
- Recording performances is prohibited.
- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.
- All attendees are asked to remain quiet while in competitive event areas.

General Competitive Events Guidelines

The general event guidelines below are applicable to all FBLA High School national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ.

All members and advisers are responsible for reading and following competitive event guidelines.

Eligibility

- **Dues:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Each state may submit four entries in all events.
- Each competitor can only compete in one individual/team event and one chapter event.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. **PLEASE NOTE** that competitive events start in the morning before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.
- Picture identification (drivers' license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

General Competitive Events Guidelines

Repeat Competitors

- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event. This eliminates the exceptions for team events that were previously in place, as this change will now affect all events.
- **Modified Events:** A competitor may compete in the same event when the event is modified, regardless of placement at a National Leadership Conference. Note, if the only modification is a name change, competitors may not compete in the renamed event if they have previously placed in the top ten at the National Leadership Conference.
- **Chapter Events:** Competitors may compete in a chapter event as many times as they wish, regardless of placement at a previous National Leadership Conference (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).
- **Pilot Event:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed to determine the winner.
- **Objective and Production Tests:** The production test scores will be used to break a tie.
- **Objective Tests and Performances:** The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- **Reports/Projects and Performances:** The report/project scores will be used to break a tie.
- **Performances:** Judges must break ties and all judges' decisions are final.

General Competitive Events Guidelines

National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged components (reports and projects) must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged projects and reports must be submitted electronically.
- All production tests must be submitted by 11:59 p.m. Eastern Time on the third Tuesday in May.
- All production tests must be uploaded online on the required platform.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday in June. Competitor drops are the only changes allowed after this date and onsite.

National Awards

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Americans With Disabilities Act (ADA)

- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who [submit an accommodation form](#).
- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.