2026-2027 AP Business Challenge Guidelines

The AP Business Challenge is a three-level entrepreneurship competition for students enrolled in AP Business with Personal Finance and participating in FBLA. Students develop and pitch a business venture, beginning with a school-level competition, advancing to a state championship, and ultimately competing at the FBLA national conference. The challenge gives students an opportunity to apply course concepts, receive feedback from business professionals, and demonstrate their creativity, market understanding, product development, and communication skills. **The AP Business Challenge is NOT considered a competitive event.**

Challenge Overview and FAQs

Teacher/Adviser FAQ Document
Student FAQ Document

Stage 1: Chapter/Local Level

This challenge consists of two phases: a pre-judged business canvas project and pitch.

- Prejudge asset due by the adviser set deadline. The fillable template can be found here. *(This link will force a copy within Google.)*

Timing Structure:

- Pitch: 2 minutes

Challenge Rubric:

- Stage 1 Rubric Link

Stage 2: State Leadership Conference

This challenge consists of two phases: a pre-judged business canvas project and pitch.

Important Notes:

- Internet Access: Not provided
- Prejudge asset due by the state-published set deadline. The fillable template can be found here. *(This link will force a copy within Google.)*
- Only those schools that registered with National FBLA during Stage 1 are eligible to submit a team to compete at the State Leadership Conference.
- Each chapter may submit one team at the State Leadership Conference. The Pitch Contest does ***not*** count towards the total allowable competitive event entries per person.
- Pitches may be open to conference attendees, depending on space availability.
- Competitors may not view other pitches, either before or after their pitch.

Timing Structure:

- Equipment Set-Up: 1 minute
  - *No interaction allowed with judges during this time.*
- Pitch: 5 minutes
  - *A one-minute warning will be provided*
- Question & Answer (Q&A): 5 minutes
  - *A one-minute warning will be provided*

Challenge Rubric:

Stage 2 Rubric Link

Stage 3: National Leadership Conference

Required Challenge Items

	Items Participant Must Provide	Items FBLA Provides
Preliminary Pitch	• Attire that meets the FBLA Dress Code • Technology and pitch items	• Table
Final Pitch	• Attire that meets the FBLA Dress Code • Technology and pitch items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen

Eligibility Requirements

To participate in the AP Business Challenge, the following criteria must be met:

- **AP Business with Personal Finance:** Each member is to be currently enrolled in the class; either in the fall semester or year-long course.
- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to participate, Challenge participants must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to three entries per challenge.
- **Challenge Participation Limits**: A member may participate in both this AP Business Challenge and competitive events. Check the competitive event guidelines for competitive event participation limits.
- **Responsibility**: Only registered challenge participants are permitted to plan, research, prepare, and set up their pitches. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each challenge participant must complete all components of the challenge at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Challenge participants will be allowed to present until such time that the results are finalized, or participation would impact the fairness and integrity of the challenge, as determined by national FBLA team members. If judges have left the challenge area, it is no longer possible to present.

Challenge Administration

This challenge consists of three phases: a pre-judged asset, preliminary and a final pitch.

Pre-judged Details: Business Canvas Project

Submission Deadline

- A PDF of the Business Canvas Project must be uploaded through the conference registration system by the state-specified deadline. The fillable template can be found here. *(This link will force a copy within Google.)*

Asset Requirements:

- All content must be original and created specifically for this challenge.
- QR codes and links are not allowed in the asset.

- Advisers or others may not assist in preparing the project. It must be created entirely by the participant(s).
- Assets must be new, original work.

Judging

- Assets will be judged prior to the National Leadership Conference (NLC).

Research

- Information must be supported by credible, well-documented sources.

Preliminary Pitch Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Pitch:** 5 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 10 minutes
- **Important:** Time allocations are exclusive. The pitch must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Challenge participants will not interact with judges during the set-up period.

Venue & Format

- Pitches occur in-person at the National Leadership Conference (NLC).
- Challenge teams are randomly assigned to sections.
- Pitches will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not provided
- Pitches must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- Projectors and projector screens are not permitted, and challenge participants may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Pre-judged business canvas project, visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the pitch.

Restricted Items

- Animals, except for authorized service animals.
- Musical instruments may not be played.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team pitches, all members must actively participate in the delivery of the pitch.

Final Pitch Details

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.

In addition or replacement to the preliminary pitch guidelines, the following guidelines will be in effect:

Audience & Viewing Rules

- Final pitches may be open to conference attendees, depending on space availability.
- Finalists may not view other pitches, either before or after their pitch.

Technology Guidelines

- **Internet Access:** Not Provided
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Challenge participants using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round challenge participants to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Scoring

- The AP Business Challenge Rubric will be used to score this Challenge. National Leadership Conference rubric will be released in the Spring.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Recognition

- The top three teams from the Challenge will be recognized during the Awards of Excellence Session at the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for Challenge participants. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Pitches

- FBLA reserves the right to record pitches for educational, training, or archival purposes. Challenge participants should be aware that their pitches may be recorded by FBLA-authorized personnel.

Important FBLA Documents

- *Challenge participants should be familiar with the Honor Code, Code of Conduct, and Dress Code.*