

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

The Purpose

The **Franklin County High School Business Challenge** encourages area high school students to create their own fictional, yet profitable and sustainable business plans. This task allows students to use both creative thinking and critical analysis skills in establishing plans for a sustainable enterprise that are socially and environmentally responsible and financially effective.

Plans are evaluated by area business leaders, and finalists are invited to pitch their plans at the **Franklin County High School Business Challenge** event in **April 2020** at the Franklin County Career and Technology Center. Scholarship dollars are awarded to the top three highest scoring teams. The **Franklin County High School Business Challenge** allows students and business people to be actively engaged in each other's worlds.

The Scenario

In today's world there is a new market for businesses that are socially responsible, environmentally conscious and economically viable. The **Franklin County High School Business Challenge** invites teams of student entrepreneurs to develop and pitch business plans for sustainable enterprise they believe would meet the criteria, best serve the region and its residents, and financially succeed in Franklin County, Pa.

Each business proposal must address and embrace the **principles of triple bottom-line sustainability: people, planet and profit**. All proposed plans will be evaluated to determine which company could generate the largest and quickest return on investment, create the newest jobs in the region, and operate in a socially impactful and environmentally conscious way.

Judging

Written business plans will be evaluated by members of the members of the Chambersburg Chamber Foundation's Community Education Coalition. Judging criteria will be based on:

- ✓ Ingenuity shown in the selection of a business and target market
- ✓ Thoroughness and completeness of the plan
- ✓ Integration of triple bottom-line sustainability
- ✓ Accuracy of the research provided.

Final judging and selection of the Challenge winner will be via oral presentations (pitching of proposals like on the TV show *Shark Tank*), judged by a panel of local business leaders. Judges will consider teams' business plans, their overall proposal pitches and the way students respond to judges' extemporaneous questions during presentations.

Scholarship prizes will be awarded to the top three highest-scoring team. First place wins \$750, second place wins \$500 and third place wins \$250

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

Contest Rules

1. Teams are defined as **3-5 students per team (grades 9-12) with a faculty advisor**. A maximum of five teams may participate from each school.
2. Select an attention-grabbing, distinctive, sustainable business to create, develop and analyze.
3. Submit the ***Intent to Participate*** form by **Friday January 31, 2020**. This document confirms the intended participation of your team. Your teams' business plans are NOT due at this time.
4. Develop a sound, comprehensive and sustainable business plan. All research should consider other similar businesses in South Central Pennsylvania that may act as competition to your teams' company. The plan should be developed around principles of **Triple Bottom-Line Sustainability: people, planet and profit**. All research must be properly cited in the form of a bibliography.
5. Each team will be assigned a **local business mentor**. The business mentor is committed to spending an appropriate amount of time with their team to properly guide them through the business development process. Once an ***Intent to Participate*** form is submitted, teams will receive their business mentor contact information no later than the week of **February 10, 2020**.
6. Final **business plans are due by March 20, 2020**.
Plans should be sent to:
Ginny Harriger, Greater Chambersburg Chamber Foundation
100 Lincoln Way East Suite A, Chambersburg, PA 17201
gharriger@chambersburg.org
7. All entries will be reviewed in the first round with top rated plans moving to the final round at the Franklin County High School Business Challenge event in **April 2020**. Finalist teams present their proposals to a panel of local business community judges. Teams will develop and pitch their proposals (five-minute maximum time limit).

Inquires

Comments or questions may be directed to Ginny Harriger at (717) 264-7101 x205 or gharriger@chambersburg.org.

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

Key Dates:

Intent to Participate Form Due – Friday January 31, 2020

Final **Business Plans** Due – Wednesday March 18, 2020

Roles & Responsibilities:

Advisor – School staff to serve as communication point between the Community Education Coalition and the students team(s). Shares information with their team(s) and supports their work. The advisor will also be present when the students meet with their business consultant and facilitate all communication with the consultant. If assistance is needed, please contact the Community Education Coalition.

Business Mentor – a member of the business community who will meet at least once with their student team and be available by email for follow up questions. The advisor must be at the meeting(s) with the consultant and the students and facilitate any communication between the students and consultant. If assistance is needed, please contact the Community Education Coalition. Consultants will have the Child Abuse Clearance, State Police Clearance, and FBI clearance (or waiver) but may or may not have mandated reporter training.

Student Team – **must** have 3-5 members (grades 9-12) – submissions from single person teams will not be considered. It is the team's responsibility to create the idea, divide up the work to research and complete the plan. The should seek advice from their advisor and business consultant, but the students are responsible for the content. This will likely require the team to meet or communicate outside of regular class time.

Community Education Coalition (CEC) – the CEC will pair up students with a business mentor to provide advice to the teams. We will attempt to find a mentor in a field like the business industry they are pursuing. The CEC will also send all communication for the students through their advisor. The CEC Challenge committee will review all submitted written business plans and select finalists to do a live pitch to a panel of judges in a Shark Tank Format.

Feedback from judges from prior competitions – the judges wanted to see stronger financial projections. While the narrative is important, financial sustainability cannot be underestimated.

The below documents are attached for you and your team(s) reference.

- Intent to Participate Form
- Student Info Form
- Photo Release
- Sample Business Plan Outline
- Sample Financial Statement
- Rubric for written plan
- Rubric for final presentation

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

Intent to Participate Form

To be completed by Advisor
DUE: Friday January 31, 2020

The intent to Participate Form signifies a school district's commitment to participate in the Franklin County High School Business Challenge for 2020.

As an advisor, you commit to oversee your student's projects from an educator standpoint. Each student team will receive a business consultant to aid in the technical/practical aspect of the project.

School District

Advisor Name

Advisor Signature

School District Address

City, State, Zip Code

Phone Number

Email Address

Estimated Number of Teams Participating

Preferred Expertise of Mentor(s) (i.e. retail, food services, technology)

Please return completed forms to:

Ginny Harriger
Greater Chambersburg Chamber Foundation
100 Lincoln Way East Suite A
Chambersburg, PA 17201
Email: gharriger@chambersburg.org

Advisor Information & Intent to Participate Form



FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

In Franklin County and even around the world there's a new market for sustainable enterprise: businesses that are socially responsible, environmentally conscious and economically viable.

Sustainable enterprise has a purpose beyond profit; it makes the world a better place. Businesses aren't just looking out for their shareholders: they are looking out for their stakeholders – you and me, our region and our planet. In our globalized economy, businesses operate interdependently with people and resources around the world. Twenty-first century businesses need sustainability to be economically successful and globally competitive.

Can you build a successful business that has social impact, stewards the environment, and generates a profit?

The Community Education Coalition's Franklin County High School Business Challenge invites teams of student entrepreneurs to create comprehensive business plans for sustainable enterprises that must be located in Franklin County, Pa. The teams will compete against other students to see whose business plan will be the most viable, innovative and meaningful for our region.

It's time to invest in a sustainable enterprise that will not only boost the economy and create jobs but will also serve the community and the environment. Plus, you'll get to interact with an experienced, local businessperson to help guide you through the project. Don't be afraid to pick their brains and engage in deep discussion. They've already been around the business block a few times and can assist your team in the creation of your sustainable business plan.

If you have a good idea for sustainable enterprise that makes Franklin County a better place, be sure to share it! Get a group of 3-5 students (grades 9-12), engage a faculty advisor and have your team advisor send in an ***Intent to Participate*** form by **Friday January 31, 2020**. Final business plans are due **March 9, 2017**. Both should be sent to:

Ginny Harriger
The Greater Chambersburg Chamber Foundation
100 Lincoln Way East Suite A
Chambersburg, PA 17201
gharriger@chambersburg.org

If your team is selected as a finalist, your group will pitch the business plan at the **Franklin County High School Business Challenge** event in **April 2020** held at Franklin County Career and Technology Center.

Though the opportunity is priceless, scholarship dollars will be awarded to the highest scoring team(s). **Scholarship prizes** to the top three highest-scoring team. First place wins \$750, second place wins \$500 and third place wins \$250

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

Photo Release Form

To be completed by the Students and /or their Parents/Guardians

I grant to the Greater Chambersburg Chamber Foundation (GCCF), The Community Education Coalition (a program of the GCCF), its representatives and employees the right to take photographs and video footage of me and my property in connection with the Franklin County Business Challenge High School Business challenge.

I authorize the Greater Chambersburg Chamber Foundation, The Community Education Coalition, its assigns and transferees to copyright, use and publish the same in print and /or electronically.

I agree that the Greater Chambersburg Chamber Foundation and the Community Education Coalition may use such photographs and video footage of me with or without my name, including for example such purposes as publicity, illustration, advertising, and Web content.

Subjects Signature

Subjects Printed Name

Parent/Guardian's Signature (if under the age of 18)

Parent/Guardian's Printed Name (if under the age of 18)

Date

School District

Please return completed form to:

Ginny Harriger
The Greater Chambersburg Chamber Foundation
100 Lincoln Way East Suite A
Chambersburg, PA 17201
Email: gharriger@chambersburg.org

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

In Franklin County and around the world there's a new market for sustainable enterprise: businesses that are socially responsible, environmentally conscious and economically viable. The **Franklin County High School Business Challenge** invites teams of student entrepreneurs to develop and pitch business plans for sustainable enterprise they believe would meet the aforementioned criteria, best serve the region and its residents, and financially succeed in Franklin County, Pa.

Each business proposal must address and embrace the principles of **triple bottom-line sustainability: people, planet and profit**. All proposed plans will be evaluated to determine which company could generate the largest and quickest return on investment, create the newest jobs in the region, and operate in a socially impactful and environmentally conscious way.

Notes

- ❑ *Attached is a sample outline of the sections of a business plan as well as some questions to answer in each section. Note this is a general format and that each business or industry and individual has slightly different needs and characteristics. Therefore, your team may have a somewhat different format and content to their individual business plan.*
- ❑ *Although the table of contents and executive summary appear at the beginning of the outline, they are written after all other sections have been completed.*

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

Sample Business Plan Outline

I. Title Page

- A. Business name, address and phone number
- B. Name of owner(s) and date prepared

II. Table of Contents (prepared after all other sections)

III. Executive Summary (prepared after all other sections, 1 page maximum)

- A. Describe the business structure, purpose and goals?
- B. What will be your products and services and production process?
- C. What is your overall marketing strategy, and who will be your customers?
- D. Who will be in the business, and who will be on your management team?
- E. What are the skills of each member of the management team?
- F. What is the amount and terms of needed financing and what will it be used for?
- G. How will loans be repaid?

IV. The Company

- A. Organization and Management
 - 1. What will be the business purpose; initial products and services provided?
 - 2. Identify the business organization or structure (proprietorship, partnership, corp., etc.)
 - 3. Identify the management team, advisors, and specialists; their experience, their roles and effect on the business.

FRANKLIN COUNTY HIGH SCHOOL

BUSINESS CHALLENGE

4. Identify opportunities and threats that may be present in the organization or related to the product or services, e.g., lack of management expertise, hazardous waste as a byproduct of the manufacturing process, proprietary product protection (patents, copyrights, trademarks), etc.
5. Significant related party transactions should be disclosed, e.g., real estate to be leased to the business by the owner(s).

B. Products or Services

1. Describe the products or services and the production process in detail. Is there anything unique about the products, services, or process?
2. What are the facility requirements (land, equipment, and labor), use of subcontractors, suppliers, and production capacity? How will you gain access to these resources, i.e., purchase, lease, barter?
3. Are there new products and services or new markets for existing products and services that will provide expansion opportunities?

V. The Market

A. Industry

1. How would you define the industry and industry trends nationally and locally? What are the industry strengths and weaknesses?
2. What are the main influences (technology, regulatory, etc.) that affect the business and industry?
3. What are the number and characteristics of firms in the industry nationally, regionally, and locally?

C. Marketing Plan

1. Who are your competitors and what are their strengths and weaknesses?
2. Who are your customers and how big is the market? What amount of the market do you expect to obtain?
3. What are your marketing objectives and strategies that you will use to meet your sales goals?

FRANKLIN COUNTY HIGH SCHOOL

BUSINESS CHALLENGE

- a. How will the product or service selling price be determined?
 - b. What promotional activities will be pursued at start-up and as operations continue?
 - c. How will you sell and deliver the product (channel of distribution)?
4. What are the results of your market research, including a comparison of your target customer to demographic data?

VI. The Financial Plan

- A. The following financial projections should be prepared:
 - Projected Profit and Loss (Income) statements for the first 3 years.
 - Balance sheets for opening day and projected 3 years.
 - Projected cash flows, monthly first year and annually in years 2 & 3
- B. Assumptions that were made in preparing the above statements
- C. Sources and uses of required financing
- D. Break even analysis if applicable

Appendices

- A. Resumes or backgrounds of owners and key employees
- B. Any relevant information that supports and substantiates claims made in the business plan, possibly including:
 - Market research
 - Contracts, leases, and other business documents (i.e., fictitious name, EIN, Articles of Incorporation, partnership agreement)
 - Advertisements, articles, promotional literature
 - Letters of support
 - Patents, trademarks, copyrights, or licensing agreements



Sample Profit and Loss Statement

Projected

	Year 1	Year 2	Year 3
Sales Revenue			
Product/Service 1			
Product/Service 2			
Product/Service 3			
Product/Service 4			
Total Sales Revenue			
Cost of Sales			
Product/Service 1			
Product/Service 2			
Product/Service 3			
Product/Service 4			
Total Cost of Sales			
Gross Profit			
Operating Expense: Sales and Marketing			
Advertising			
Direct marketing			
Other expenses (specify)			
Total Sales and Marketing			
Operating Expense: General and Administrative			
Wages and salaries			
Outside services			
Supplies			
Meals and entertainment			
Rent			
Telephone			
Utilities			
Depreciation			
Insurance			
Repairs and maintenance			
Other expenses (specify)			
Total General and Administrative			
Operating Expense: Other			
Other operating expense 1			
Other operating expense 2			
Total Other			
Total Operating Expenses			
Income from Operations			
Other Income			
Taxes			
Income taxes			
Payroll taxes			
Real estate taxes			
Other taxes (specify)			
Total Taxes			
Net Profit			
Gross Margin			
Return on Sales			



Sample Balance Sheet

Projected

	Year 1	Year 2	Year 3
Current Assets			
Cash			
Investments			
Inventories			
Accounts receivable			
Pre-paid expenses			
Other			
Total Current Assets			
Fixed Assets			
Property and equipment			
Leasehold improvements			
Equity and other investments			
Less accumulated depreciation (Negative Value)			
Total Fixed Assets			
Other Assets			
Goodwill			
Total Other Assets			
Total Assets			
Current Liabilities			
Accounts payable			
Accrued wages			
Accrued compensation			
Income taxes payable			
Unearned revenue			
Other			
Total Current Liabilities			
Long-term Liabilities			
Mortgage payable			
Total Liabilities			
Owner Equity			
Investment capital			
Accumulated retained earnings			
Total Owner's Liabilities			
Total Liabilities & Stockholder Equity			



Sample Cash Flow Statement

Projected

Beginning End Year 1 End Year 2 End Year 3

Cash Summary

Cash on Hand (beginning of month)

Cash Receipts

Total Cash Available (before cash out)

Cash Paid Out

Purchases

Gross wages (exact withdrawal)

Payroll expenses (taxes, etc.)

Supplies (office & oper.)

Repairs & maintenance

Advertising

Car, delivery & travel

Accounting & legal

Rent

Telephone

Utilities

Insurance

Taxes (real estate, etc.)

Loan Principal Payment

Interest

Other expenses (specify)

Capital Purchase (specify)

Other (specify)

Other (specify)

Miscellaneous

Owners' Withdrawal

Total Cash Paid Out

Cash Position (end of month)

Essential Operating Data (non-cash flow information)

Sales Volume (dollars)

Accounts Receivable

Bad Debt (end of year)

Inventory on Hand (eoy)

Accounts Payable (eoy)

Depreciation

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

Judging Rubric for Written Plan

EXECUTIVE SUMMARY

Criteria	Excellent 4 points	Good 3 points	Adequate 2 points	Inadequate 1 point	No Evidence Provided	Total
Executive Summary	Contained business outline, team, the product/service, location, market, capital needs, financial overview and had a WOW factor	Contained business outline, team, the product/service, location, market, capital needs, financial overview, but was missing the WOW	Contained basic information of a business outline, team, the product/service, location and financials	Contained a hint of Business outline, team, the product/service, location, or capital needs	Showed no evidence of a product/service, team or purpose	
ES Total						/4

THE PLAN

Criteria	Excellent 4 points	Good 3 points	Adequate 2 points	Inadequate 1 point	No Evidence Provided	Total
Organizational Plan	Complete organizational structure described. Management team identified along with responsibilities, resumes, experience, and any related party transactions	Complete organizational structure described. Management team identified along with responsibilities and experience	Organizational structure described. Some evidence of management and responsibilities	Some evidence of organizational and management structures, but not adequately communicated	No evidence of an organizational or management team structure	
The Product	Description of the product/service and the present and future possibilities. Compelling reasons for the product/ service and pricing	Description of the product/service and the present outlook. Some hints of future possibilities and some reasons for the product/service	Basic description of the product/service with some indication of need and pricing	Basic description of the product/service with some indication of need.	Missing too many pieces of information to understand product/service, need and pricing	
Facility Requirements	Plant, Property and Equipment needs detailed including how gaining access to these resources. Use of subcontractors detailed.	Plant, Property and Equipment needs detailed including how gaining access to these resources.	Plant, Property and Equipment needs noted including how gaining access to these resources. Use of subcontractors detailed.	Plant, Property and Equipment needs mentioned.	No mention of Pant, Property and Equipment needs.	
SWOT Analysis	Analysis describing strengths, weak-nesses, opportunities, and challenges. Personal business strengths and weaknesses should be identified	Analysis describing some strengths, weaknesses, opportunities, and challenges. Personal business strengths and weaknesses should be identified	Some strength, weaknesses, opportunities identified.	Parts of strengths and weaknesses mentioned without the organization for a SWOT Analysis	No evidence of a SWOT Analysis presented	

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

Market Analysis	Specific data on Market group, need, demographics, quality of competition, labor, and sales estimate	Some data on market group, need, demographics, quality of competition, labor, and sales estimate	Little data on market group, need, demo-graphics, quality of competition, labor, and sales estimate	Guestimations used about market groups, need, demo-graphics, competition, labor, and sales estimate	No information about market groups, need, demo-graphics, competition, labor, and sales estimate	
Market Plan	Customer recruitment plan, defined market strategy, media push, and how it connects with sales. All align	Customer recruitment plan, defined market strategy, media push, and how it connects with sales.	Bare basic customer recruitment plan, a marketing tool, and some media push planned.	Evidence of a recruitment and market plan exist	Marketing plan is missing	
Social Responsibility	Shows great attention, thought and planning on social responsibility. Will show great benefit to society	Shows attention, thought and planning on social responsibility. Benefits to society are listed	Describes positive impact to society in a limited way	No discussion of social impact	Harmful to society	
Environmental Responsibility	Shows significant positive impact on society. Recycles products that would otherwise go to waste. LEED and/or other green practices in place	Demonstrates use of green principles in operation	Limited discussion of green principles.	No discussion of environmental impact	Harmful to the environment	
Plan Total						/32

THE FINANCIALS

Criteria	Excellent 4 points	Good 3 points	Adequate 2 points	Inadequate 1 point	No Evidence Provided	Total
Profit & Loss	Thorough Projected Profit & Loss Statements for the first 5 years. Clear & realistic explanation of how projections determined	Projected Profit & Loss Statements for the first 3 years. Clear & realistic explanation of how projections determined	Projected Profit & Loss Statements for the first 3 years. Some explanation of how projections determined	Projected Profit & Loss Statements for the first 3 years. Little or no explanation of how projections determined	Basic or no projections on income and expenses provided with little or no justification provided	
Balance Sheet	Detailed Balance Sheet provided for opening day and projected for 5 years. Clear & realistic justification of how projections determined	Detailed Balance Sheet provided for opening day and projected for 3 years. Justification provided of how projections determined	Balance Sheet projections provided for opening day and first 3 years. Some explanation of how projections determined	Balance sheet projections provided for opening day and first 3 years with little or no explanation of how projections determined	Basic or no projections for first three years of assets and liabilities	
Cash Flow	Clear & realistic Cash Flow projections provided monthly for first year and annually for years 2 through 5. Justification on how flows determined provided.	Cash Flow projections provided monthly for first year and annually for years 2 through 3. Justification on how flows determined provided.	Cash Flow projections provided for years 1 through 3. Some justification on how flows determined provided.	Basic cash flow projections provided with little or no justification	No cash flow projections provided	

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

Other Financial	3 of 3 provided: Sources and uses of required financing provided, any assumptions made in preparing financial statements provided, break even analysis provided. All financial information is clear, justified and realistic.	2 of 3 provided: (1) Sources and uses of required financing provided, (2) any assumptions made in preparing financial statements provided, (3) break even analysis provided.	1 of 3 provided: (1) Sources and uses of required financing provided, (2) any assumptions made in preparing financial statements provided, (3) break even analysis provided.	Little information provided on sources of and required financing, assumptions made, and break even expectations	No additional financial information provided.	
Financials Total						/16

PROFESSIONALISM

Criteria	Excellent 4 points	Good 3 points	Adequate 2 points	Inadequate 1 point	No Evidence Provided	Total
Professionalism	The plan was well organized and had a logical flow. Contents of the plan were without spelling or grammatical error	The plan was organized and had a good flow. Contents of the plan had a few spelling or grammatical errors	The plan organization and flow was fair. Contents of the plan were riddled with spelling or grammatical error	The plan was not organized and contents of the plan was difficult to read	Little to no evidence of professionalism	
Supporting Materials	The plan was very complete with title page, table of contents, resumes of key staff, and other relevant legal and informational documents	The plan was complete with title page, table of contents, resumes of key staff, and some other relevant legal and informational documents	The plan was complete with title page, table of contents and resumes of key staff	Some of the following were included: Title page, table of contest or resumes of key staff	Little or no supporting materials were provided such as title page, table of contents, resumes, etc.	
Professionalism Total						/8

TOTALS

Section	Score	Weighting	Total
Executive Summary		X2	
The Plan		X1	
The Financials		X2	
Professionalism		X1	
GRAND TOTAL			

Rubric Final Presentation

Criteria	Excellent points 4	Good 3 points	Adequate 2 points	Inadequate 1 point	No Evidence Provided	Total
The Plan	Description of the product/service and the present and future possibilities.	Description of the product/service and the present outlook. Some hints of future possibilities and some reasons for the product/service.	Basic description of the product/service with some indication of need and pricing.	Basic description of the product/service with some indication of need.	Missing too many pieces of information to understand product/service, need and pricing.	
	(presentation only) Compelling reasons for the product/ service and pricing.					
Notes:						
Product/Service	Uniquely different and meets a need in the market.	Not a new product or service, but has enough new character to separate it from similar products in the market. Team seems capable of delivering the product.	Too many similar items on the market. This is a good item, but not enough evidence to separate it from similar products in the market.	Little evidence this product/service would sell and can be delivered by this team.	No evidence this product/service can be delivered by this team.	
	Product/Service is realistically achievable with this team.					
Notes:						
Market Plan	Cohesive number presented.	Numbers presented were somewhat cohesive.	Some numbers were presented.	Unable to produce numbers associated with business market.	Market plan is completely missing.	
	Team answers all questions with facts.	Team answers all questions with facts.	Team answers a few questions with a combination of ideas and facts.	Team attempted to answer questions.		
Notes:						

Rubric Final Presentation

Criteria	Excellent points 4	Good 3 points	Adequate 2 points	Inadequate 1 point	No Evidence Provided	Total
Financial Strength of Plan	Financial figures thorough, well researched, justified and realistic. Team able to answer all questions with data. Company has strong ROI for industry, is profitable with breakeven in less than 3 years	Financial figures researched, justified and realistic. Team able to answer questions with data. Company has good ROI for industry, is profitable with breakeven in less than 5 years	Financial figures presented with some justification. Team able to partially answer questions. Company is profitable but breakeven & ROI timeframe unclear	Financial figures appear to be estimates with little justification. Team struggled to answer questions. ROI, profitability and break even unknown or questionable	Few or not financial figures and justification presented. Team unable to answer questions. Profitability not expected	
Notes:						
Responsibility of Plan	Plan shows strong link to social and environmental responsibility. Numerous high paying jobs created	Plan shows link to social and environmental responsibility. Numerous fair paying jobs created	Plan appears socially and environmentally responsible, not no extra lengths above standard practices demonstrated. Some jobs created, all above minimum wage.	Plan does not address social or environmental responsibility. Few jobs created above minimum wage	Questionable practice many be supported by plan such as wages below minimum or improper disposal of waste materials. Creation of jobs paying at least minimum wage not likely	
Notes:						
Effectiveness of the presentation	The presentation had every listener engaged. Presentation left audience eager to use the product.	The presentation had most everyone's attention. Presentation left audience intrigued about the product.	The presentation only had a few individuals in the audience interested. No creative hooks.	Presenters were not sure of themselves or their product. Judges were the only ones listening.	The presentation did not engage the audience or the judges and the presenters were not sure of the product/service.	
Notes:						
Totals						/24