## Create@State Business Plan

Competition Description: If selected for the Create@State Showcase, the team will provide judges with a written copy of the business plan (under 5 pages) at least one week before the presentation date. At least one (1) member of each team will deliver a 3 minute presentation with visual aids of their business plan, focused on a seed or start-up venture. This presentation will be followed by a short question and answer session with the judges. Entries for this category should be more developed than the business ideas in the Persuasive Elevator Pitch category.

## **Business Plan Proposal (Abstract) Instructions**

- 1. Students can compete in teams from 1 to 4 students.
- 2. The business idea must be for a seed or start-up venture and must address the entire business concept.
- 3. In the place of an abstract, your team will submit a 1-page proposal about your new business. This proposal should include:
  - a. A clear value proposition
    - a. A description of the product or service
    - b. An outline of how it capitalizes on an opportunity
    - c. An explanation of the business' competitive advantage
  - b. An outline of the key resources and activities that drive your value proposition
  - c. A description of your target market (including potential or existing competitors)
  - d. A brief description of your revenue stream(s) and cost structures
  - e. A list of the team members and their key roles in the business

	Levels of Achievement			
Criteria	Above Average	Average	Below Average	Points
Description	14 to 20 points	7 to 13 points	0 to 6 points	Awarded
of value	Description of the	Description of the	Description of the	
proposition	business is thorough	business is	business is	
	and clear; provides a	somewhat difficult	significantly lacking	
	good understanding	to understand or is	clarity and multiple	
	of the product or	lacking some	aspects are missing,	
	service, your	aspects, leaving	resulting in little or	
	competitive	confusion and	no understanding of	
	advantage; suggests	uncertainty;	the product or	
	viability	viability and source	service and an	
		of competitive	inability to	
		advantage are	determine viability	
		uncertain	or competitive	
			advantage	
Explanation	14 to 20 points	7 to 13 points	0 to 6 points	
of value	Clear identification	Key resources and	Key resources and	
proposition	and explanation of	activities are	activities are not	
drivers	resources and	identified but not	explained;	
	activities that will	sufficiently	relationship of these	

## **Business Plan Proposal (Abstract) Rubric**

		• • •	
	I ,		
1	11	1 1	
-			
advantage	competitive	-	
	advantage is	addressed	
	somewhat unclear		
14 to 20 points	7 to 13 points	0 to 6 points	
Target market,	Target market and	Target market and	
including existing or	competitors are	competitors are	
potential	partially identified	largely unidentified	
competitors, is	and/or insufficiently	and not explained	
identified and	explained		
clearly explained			
10 to 15 points	5 to 9 points	0 to 4 points	
Revenue streams	Revenue streams	Revenue streams	
and cost structure	and cost structure	and cost structure	
are explained	are only partially	are not addressed	
clearly and seem	explained and/or		
reasonable	seem unreasonable		
7 to 10 points	4 to 6 points	0 to 3 points	
Team members and	Team members are	Team members and	
their key roles are	identified by key	their roles are not	
clearly identified	roles are not	addressed	
	addressed		
10 to 15 points	5 to 9 points	0 to 4 points	
Proposal is written	Proposal is mostly	Proposal has	
in clear,	clear and	significant fluency	
understandable	understandable with	and clarity problems	
language without	minimal errors	with significant	
		-	
	Target market, including existing or potential competitors, is identified and clearly explained <b>10 to 15 points</b> Revenue streams and cost structure are explained clearly and seem reasonable <b>7 to 10 points</b> Team members and their key roles are clearly identified <b>10 to 15 points</b> Proposal is written in clear, understandable	Induct and competitive advantagethese will support value and competitive advantage is somewhat unclear14 to 20 points7 to 13 pointsTarget market, including existing or potential competitors, is identified and clearly explainedTarget market and competitors, is and/or insufficiently explained10 to 15 points5 to 9 pointsRevenue streams and cost structure are explainedRevenue streams and cost structure are only partially explained and/or seem unreasonable7 to 10 points4 to 6 pointsTeam members and their key roles are clearly identifiedTeam members are identified are only partially explained and/or seem unreasonable7 to 15 points5 to 9 pointsTeam members and their key roles are clearly identifiedProposal is written in clear, understandableNonsel is written in clear, understandableProposal is mostly clear and understandable	Product and competitive advantagethese will support value and competitive advantage is somewhat unclearproposition and competitive advantage is not advantage is advantage is advantage is somewhat unclearproposition and competitive advantage is not advantage is not advantage is not advantage is advantage is14 to 20 points7 to 13 points0 to 6 pointsTarget market, including existing or potentialTarget market and competitors are partially identified and/or insufficiently identified and clearly explainedTarget market and competitors are partially identified and not explained10 to 15 points5 to 9 points0 to 4 pointsRevenue streams and cost structure are explainedRevenue streams and cost structure are only partially explained are only partially explained and/or reasonable0 to 3 pointsTeam members and their key roles are clearly identified tified addressedTeam members and clear not addressed0 to 4 pointsTeam members and their key roles are clearly identified understandableTeam and cost structure are and clear and addressed0 to 4 pointsProposal is written in clear, understandableS to 9 points0 to 4 points