

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

Business Plan Proposal (Abstract) Rubric

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

	support value of product and competitive advantage	explained; how these will support value and competitive advantage is somewhat unclear	with value proposition and competitive advantage is not addressed	
Explanation of target market	14 to 20 points	7 to 13 points	0 to 6 points	
	Target market, including existing or potential competitors, is identified and clearly explained	Target market and competitors are partially identified and/or insufficiently explained	Target market and competitors are largely unidentified and not explained	
Funding model	10 to 15 points	5 to 9 points	0 to 4 points	
	Revenue streams and cost structure are explained clearly and seem reasonable	Revenue streams and cost structure are only partially explained and/or seem unreasonable	Revenue streams and cost structure are not addressed	
Team members	7 to 10 points	4 to 6 points	0 to 3 points	
	Team members and their key roles are clearly identified	Team members are identified by key roles are not addressed	Team members and their roles are not addressed	
Fluency and clarity	10 to 15 points	5 to 9 points	0 to 4 points	
	Proposal is written in clear, understandable language without errors	Proposal is mostly clear and understandable with minimal errors	Proposal has significant fluency and clarity problems with significant errors	