



## **A-State Business Plan Competition Fall 2017**

### **Total Prizes: \$2,500**

- Winner Business Plan: \$750
- Winner Freshman Competition: \$250
- Most Innovative Idea: \$250
- Winner Live Elevator Pitch: \$250
- Secondary Prizes for Finalists: \$1000

This competition is open to all students (undergraduate & graduate) enrolled at Arkansas State University and Invited Colleges. You do not have to be a business major to enter the business plan competition.

All you really need is a great and innovative idea and be able to write it down in no more than two (2) pages. For more information, please talk to your faculty member or visit: [www.facebook.com/EntASU](http://www.facebook.com/EntASU)

Students, both undergraduate and graduate, are allowed to work in teams of up to six (6) people.

#### Competition Timeline

Monday October 2	First round for Freshman Competition
Thursday October 5:	One copy of the Business Plan Proposal along with a completed entry form is due by e-mail to <a href="mailto:echang@astate.edu">echang@astate.edu</a> at 5pm
October 6-18:	Judging of all written proposals for Business Plan Competition
TH October 19:	Notification finalists Business Plan track @ 5pm via e-mail
October 19-27:	Recording of Freshman Elevator Pitches
FRI November 10:	Submission of Revised Business Plan (up to 10 pages) by finalists @ 5pm via e-mail
WED November 15:	Place: Executive Board Room – Delta Center Building 2 <sup>nd</sup> floor. 9AM-12PM: Business Plan: Finalists Oral Presentations 12-1230PM: Elevator Pitch Competition 1230-1PM: 2018 Governor's cup Information 1 PM: Award Ceremony



## **A-State Business Plan Competition Fall 2017**

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## A-State Business Plan Competition Fall 2017

*Instructions: Please do a copy/paste of this page into a new Word document when sending your entry e-mail. To be officially entered into the competition, all entrants must complete this page and attach it to the e-mail containing their business plan. Please email the form to [echang@astate.edu](mailto:echang@astate.edu)*

Category:     Graduate                       Undergraduate     Freshman Elevator Pitch

Company name:

Team members:

Faculty Advisor:

Please provide a two sentence description (max 50 words) of your business plan for use in the event program and other promotional materials:

Please provide the following information on the STUDENT CONTACT PERSON from your team:

Student Team Leader:

Complete Mailing Address

Phone

Email

We, the team, have read, understand and agree to adhere to the rules, guidelines and submission requirements as established by the Arkansas State University College of Business-Business Plan Competition Group. We understand that it is our obligation to see that our team meets all deadlines. The enclosed business plan submittal represents our original work.

Adapted from Arkansas Capital Corporation Y.E.S. for Arkansas Program



## **A-State Business Plan Competition Fall 2017 Business Plan Official Rules**

1. The competition is open to all full and part-time currently enrolled degree seeking undergraduate and graduate students enrolled at Arkansas State University (Jonesboro and branches) and Invited Universities in the area.
2. Each team may submit only one business plan proposal to the competition. Either an individual or a group may develop the business plan. Group size cannot exceed 6 persons. The management team outlined in the plan will contain the names of individuals (if any) who are not associated with the university. Presenting group members must be students and have a key role in the company. Non-student members of the venture's management team may not participate in any presentations, including the finals. Students enrolled in Small Business Management, section 002, will compete with the business models developed in class and with their corresponding teams.
3. Teams with any one member enrolled in graduate school during the academic year should enter in the graduate competition.
4. The business plan proposal must represent the original work of each contestant. A signed statement shall accompany each submission indicating that the business plan is the original work of the author(s) (see the Official Business Plan Submittal Form).
5. One electronic file of the business plan proposal and the Official Business Plan Submittal Form are to be received by e-mail [echang@astate.edu] before the deadline [Thursday October 5 at 5PM]. Plans will undergo an independent review after which a group of finalists will be chosen and notified no later than Thursday October 19.
6. The author(s) will retain all rights to the plan regarding its use at all times prior to and following the competition (except as stated below). Due to the nature of the competition, we will not ask judges, reviewers, sponsors, staff or the audience to agree to or sign non-disclosure statements for any participant. By participating in the competition, entrants agree that neither the Arkansas State University, nor members of the judging panel, sponsors nor their designate organizations, assume any liability whatsoever for any disclosures of business plan information which may be made (whether inadvertently or otherwise) by any judge, reviewer, staff member, audience member or other individual connected with, participating in, viewing, hearing, or receiving information from the competition.
7. The business should not have generated sales revenues prior to the Competition. Revenue generated during a test-marketing project may be excluded from this provision.
8. The business or university may license technology from another company for manufacturing and/or distribution purposes. Revenue streams from the business or university should not be based solely on deriving revenues from the licensing of its own technologies.

9. The business plan proposal must be for a seed or start-up venture and must address the entire business concept. Proposals for the buy-out or expansion of an existing company, tax-shelter opportunities, real estate syndications, and other consulting projects or analyses are not eligible. In addition, business plans cannot be developed for personal services, retail stores and/or restaurants.

***10. To compete for the Innovation Award, the business shall contain elements of innovation that cannot be easily replicated nor imitated by the current offering of products and services.*** The plans may not contain fabricated information about (but not limited to) the following: backgrounds, experience and educational level of members of the management team, stage of product development, product performance claims, or market survey results.

11. Finalists will be required to review comments made by the panel of judges and improve their business plan proposals before their final presentations. Specific instructions to re-submit an improved business plan (5 to 10 pages) will be given to the finalists in the notification e-mail. You can see an example of the 5 page plan at the end of this document that must be submitted as a minimum. It is expected that all the participants in the A-State business plan competition shall continue working until December, 2017 to prepare a complete plan that will be submitted to the 2018 Governor's cup.

12. For finalist presentations, each team will be given up to ten (10) minutes to present their business plan followed by a five (5) minute question-and-answer session between the presenting team and the panel of judges. It is mandatory that each finalist use visual aids in the presentation (power point slideshow, videos, etc.). It is not required that every team member take active participation in the presentation. Teams who read rather than present and/or use notes or cue cards will be heavily penalized by the panel of judges. After competing, each team will receive a five (5) minute feedback round from the semifinal and final judges. Each presenting team will have five (5) minutes prior to its presentation for set-up/preparation and five (5) minutes after the presentation for equipment dismantling.

13. All oral presentations are open to the public at large. Further, it is likely that any or all of these public sessions will be broadcasted to interested persons through different media outlets. Any data or information discussed or divulged should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions. Arkansas State University, judges, sponsors, or their designate organizations will not assume any duty to screen or otherwise control the identity of those attending, viewing or hearing all or part of these public sessions, and entrants agree that by entering the competition they have been made aware that such attendees, viewers and recipients may include members of the media and potential competitors in addition to members of the financial community, students and faculty.

14. Live Elevator Pitch: Up to ten (10) Teams (graduate and undergraduate) that do not advance to the final round will be invited to deliver a 60 second Live Elevator Pitch. Specific instructions will be sent and all the teams will compete for the award. Each team can designate one member to deliver the pitch. In the event that a team does not accept the invitation, subsequent invitations will be sent to other participants.

15. Prize winners must decide for themselves how the monetary award will be distributed among the team members

16. Faculty Advisors: A-State faculty is encouraged to help students and serve as advisors to teams. The Entrepreneurship committee will designate awards for those who serve as faculty advisors.

Adapted from Arkansas Capital Corporation Y.E.S. for Arkansas Program

## How-To-Guide for Writing the A-State Business Plan

On the following pages there is an outline for writing the A-State business plan proposal. This resembles the Executive Summary of a formal business plan that is common in other business plan competitions or those required for the Small Business Management course. You will never know all the answers before starting to write a plan or start a business. You may need to do some research to help you answer some of the questions you have. Make some phone calls, do a survey, go visit the library or ask another entrepreneur. It is important that for subsequent rounds, a complete business plan will be developed.

Many templates for business plans exist, but the basics stay the same. This template should provide you with a good starting point. It is highly recommended that the entrepreneur, when writing the business plan, add their own twist to illustrate the uniqueness of their product/service. Please also expect that if your team becomes a finalist, the panel of judges will provide you with useful feedback that you need to incorporate for your final submission (prior to the oral presentations).

For the first round, the business plan proposals shall not exceed *two (2) pages of typed text*, with a 12 point font. The cover page is not counted in the total number of pages. Please remember that those advancing to the final, it is required to submit an improved version of the business plan. The resubmission may not exceed 10 pages as teams can enhance the business description and provide more financial information (e.g. balance sheet, cash flow, income statement, sources of funding, etc.).

Some parts of the format were adapted from Arkansas Capital Corporation Y.E.S. for Arkansas Program and from Erick P.C. Chang

General layout of the business plan proposals should have five (5) sections:

1. Cover Page
2. Company overview
3. Brief Innovation Statement
4. Full Description of the Product and/or Service offered by the company
5. Marketing plan
6. Financial Information

At the end, you will find a mock business proposal and a business plan of Beta Corp. to use as an example of what is expected by the judges.

# BUSINESS PROPOSAL EXAMPLE

## Cover Page

Company Name & Logo  
Business Plan  
<Today's Date Here>  
This document contains  
confidential and proprietary information  
that belongs exclusively to <Company Name>

Name 1, Name 2, Name 3, Name 4, Name 5

Contact Address, City, AR 12345

Contact e-mail address

Contact telephone number

## PAGE 1: Company Overview

**To reduce the level of complexity in the planning period, please assume that your team will start the business in January, 2017.**

A short description of the main aspects to be conducted by the company:

- I. What is the company about?
- II. Products (or services) to offer
- III. Innovation Statement: You must provide a brief statement for why your product (or service) is innovative or just an improved version of something that is currently offered. Innovation is defined as "turning ideas into new products or services for a business." Examples of innovations include: Clorox's Toilet Wand, Apple's iPod, and 3M's Post-it Notes.
- IV. Proposed location and important operating aspects,
- V. Initial start-up capital needed for establishing operations,
- VI. How the start-up capital will be obtained (e.g. personal funds, investors, family and friends, etc.).

### **Management Team**

Provide a short description of the management team (who are they and what are going to be their main responsibilities). Also, provide a short description of the background and past successes & achievements of each team member. Explain why this is the right team to make your Company work.

## Product

### **Features & Benefits**

Describe the features and benefits of your product or service. This answers the question: what is new about your proposed offering?

### **Competitive Advantage**

Compared to your other competitors, why would a customer like your product/service better?

## Marketing Plan

**Target Market:** Describe your typical customer. What is their age range? Are they male and/or female? Anything else you can say about your typical customer? How many of these customers do you think will buy your product?

**Competitors:** Who sells a similar product? Why do you think you can compete successfully against them? How is your product different from what your competitors have to offer (i.e. what is your competitive advantage)? Please remember that in this era, every business has direct, indirect, and potential competitors

**Price:** How much does your product cost? How does this compare to what your competitors are charging? Talk about why your product/service is worth that price.

**Place:** Where and how can your customers purchase the product/service?

**Promotion:** How are you going to advertise your product? How are you going to sell your product?

## Financial Information

The team needs to provide the most accurate information about the financial aspects of the business. Those need to be consistent with portions 2, 3, and 4 stated earlier.

- A. **Start-up Capital and the initial use of funds**
- B. **Sources of funds**
- C. **Potential sales estimates for the first year**

**To reduce the level of complexity in the planning period, please assume that your team will start the business in January, 2018.**

**Please be advised that finalist teams need to provide pro-forma income statement, balance sheet, cash flow, and other financial information for the first three years.**

**[For an example of what is needed and how to prepare the Financial Information, please review the Beta Corp. Mock Business Plan]**



EXAMPLE OF BUSINESS PROPOSAL

**BETA Corp.**  
**BUSINESS PROPOSAL**



Executive Summary  
August, 15, 2009.

This document contains  
confidential and proprietary information  
that belongs exclusively to BETA Corp.

Chief Executive Officer:	Marlon Keys
Sales and Marketing Manager:	Alicia Wayans
Finance and Accounting Manager:	Elizabeth Cage
Production and Logistics Manager:	Nicholas Shue

Contact Address: PO Box 11A-B, State City, AR 12345  
Contact e-mail address: [betaco@gmail.com](mailto:betaco@gmail.com)  
Contact telephone number: 1-800-747-BETA

## **Company Overview**

Beta Corp. is a new marketing company specializing in providing unique merchandise products to the ASU Sports community. Beta's first product, the Re-WOO is a ready-to-use disposable Red Wolf costume that A-State fans can wear during the 2009 Football season

The company will operate in Jonesboro, AR. A small warehouse located on Johnson Ave. has been selected as the main place of operation. Production will be conducted in the warehouse and the finished products will be delivered by the company to the Liberty Bank stadium for home games. Initially, the management team will be in charge of producing the costumes.

Innovation Statement: the Re-WOO is a unique product that can be used by A-State Football fans. The costume industry has traditionally used fabrics and synthetic materials to create costumes that can be reused. The Re-WOO is a costume made of recycled paper and is designed for a single use. It will display specific game/opponent information that is new each game. Essentially you are wearing a banner to encourage your team, the Red Wolves to beat this week's opponent. The Re-Woo provides fans the opportunity to celebrate each game as a unique and special event (Homecoming, Salute to the Troops, Home opener, etc), while also making an environmentally responsible choice.

The initial start-up capital for Beta Corp is \$50,000 that will come from the management team. Each member of the management team will contribute \$12,500 (50% in a long term debt bearing 12% of annual interest and 50% in equity).

## **Management Team**

The management team is composed of current ASU students. Mr. Keys is majoring in Marketing with three years of sales experience in the retail industry. Ms. Wayans is majoring in Communications with five years of sales and marketing experience in the restaurant industry. Ms. Cage is majoring in Finance with two years of banking experience. Mr. Shue is majoring in Electric Engineering with prior experience in customer service and operations. The team members are Jonesboro natives and have been attending ASU Football games since elementary school. They have noticed the opportunities for new products to ASU fans since the new mascot was introduced in 2008.

## **Product**

### **Features & Benefits**

The costume is 1 piece of recycled paper that resembles a Mexican Poncho. It only needs a pattern that fans can put over their shoulders and strap them around their bodies. The costume is made of recycled paper that will be produced in three sizes: Small (to fit children), Large (to fit adults), and XX-Large (to fit extremely bigger sizes). Because of the standard sizes and the design of the costume, it is possible for Beta Corp. to manufacture the product in minutes.

A unique feature of the costume is that it will have at the front a legend that will change from game to game. For example: "Beat TROY" will be used when Troy visits A-State. Beta Corp. considers that the product provides a useful benefit to the consumer: They can

wear it in the stadium without the need to change their clothes and once the game finishes, they can either discard them or keep it as a souvenir.

### **Competitive Advantage**

Beta Corp. considers that the Re-WOO is convenient, easy to use and wear, and affordable for A-State Fans to use over the duration of a Football game. Other merchandising companies offer more permanent products such as t-shirts, hats, blankets, etc.

### **Marketing Plan**

**Target Market:** The target market is A-State Football fans: students, children, faculty, alumni, and the Jonesboro community. Preliminary information gathered by the management team has determined that, on average, 12,000 people attend the A-State Football home games. From those 12,000, Beta Corp. considers that 80% are A-State fans and the rest are visitor fans and neutral Football fans. The primary target market for the Re-WOO is teenagers and A-State students. The sales forecast is that the sizes will sell in equal terms.

**Competitors:** In the initial market research conducted by the Management Team, suppliers of A-State licensed merchandise like the bookstores (campus, Textbook brokers), Wal-Mart, and other retailers of A-State merchandise who sell near the Football stadium.

**Price:** The initial price of the Re-WOO is \$6 for the small size, \$7 for the large, and \$8 for the XX-Large. In comparison, an ASU t-shirt usually sells for \$10 or higher. Total Manufacturing costs per custom are \$3.50, \$4.00 and \$4.50 per size.

**Place:** The main site for selling the Re-WOO is the Liberty Bank stadium. Beta Corp. will use a sales force of 10 A-State students (dressed with the Re-WOO) who will be inside and outside the stadium selling the costume to fans.

**Promotion:** The best promotion for the Re-WOO is the user and the sales force. In addition, several press releases will be distributed to the Jonesboro media to generate attention and expectations about the costume.

### **Financial Information**

Beta Corp will need an initial investment of \$50,000 that will be used for acquiring manufacturing and office equipment (\$30,000) and working capital (\$20,000). The management team will provide the initial investment in equal terms (\$12,500 each). The financial structure of Beta Corp is divided as follows: \$25,000 in debt and \$25,000 in common equity. First year sales are expected to be \$69,300 with a potential profit before taxes of \$1,700.

EXAMPLE OF 5 PAGE BUSINESS PLAN

# BETA Corp. BUSINESS PLAN



Revised Business Plan  
November, 5, 2009.

This document contains  
confidential and proprietary information  
that belongs exclusively to BETA Corp.

Chief Executive Officer:	Marlon Keys
Sales and Marketing Manager:	Alicia Wayans
Finance and Accounting Manager:	Elizabeth Cage
Production and Logistics Manager:	Nicholas Shue

Contact Address: PO Box 11A-B, State City, AR 12345  
Contact e-mail address: [betaco@gmail.com](mailto:betaco@gmail.com)  
Contact telephone number: 1-800-747-BETA

The information described here was developed by Erick P.C. Chang © 2009

## Company Overview

Beta Corp. is a new marketing company specializing in providing unique merchandise products to the A-State Sports community. Beta's management team has started to develop merchandising ideas since spring 2009 with the purpose to offer the first product in fall 2009. To secure a place within the A-State community, Beta has negotiated the licensing rights with A-State to properly operate and comply with all the legal aspects that are involved in the licensing and use of all A-State Sports logos, mascots, trademarks, etc.

Beta's first product, the Re-WOO is a ready-to-use disposable Red Wolf costume that A-State fans can wear during the 2009 Football season. The goal of the company is to start selling the Re-WOO by the first home game of 2009. The costume is made of recycled paper and it comes in three sizes: small, large, and XX large.

The company will operate in Jonesboro, AR. A small warehouse located on Johnson Ave. has been selected as the main place of operation. Production will be conducted in the warehouse and the finished products will be delivered by the company to the A-State stadium for home games. Initially, the management team will be in charge of producing the costumes.

The business model of Beta Corp. is the following: The Company will manufacture the ready-to-use and disposable costumes in the warehouse and sell them in the stadium via personal selling. The company will generate a sizable volume of business because the costume cannot be reused.

The initial start-up capital for Beta Corp is \$50,000 that will come from the management team. Each member of the management team will contribute \$12,500 (50% in a long term debt bearing 12% of annual interest and 50% in equity).

### Management Team

Chief Executive Officer:	Marlon Keys
Sales and Marketing Manager:	Alicia Wayans
Finance and Accounting Manager:	Elizabeth Cage
Production and Logistics Manager:	Nicholas Shue

The management team is composed of current ASU students. Mr. Keys is majoring in Marketing with three years of sales experience in the retail industry. Ms. Wayans is majoring in Communications with five years of sales and marketing experience in the restaurant industry. Ms. Cage is majoring in Finance with two years of banking experience. Mr. Shue is majoring in Electric Engineering with prior experience in customer service and operations. The team members are Jonesboro natives and have been attending ASU Football games since elementary school. They have noticed the opportunities for new products to ASU fans since the new mascot was introduced in 2008.

## Product

The Re-WOO is a disposable costume that attempts to fulfill the need for identity within the A-State Football fans. The Re-WOO resembles the Red Wolf dressed as a football player so fans can wear it over their clothes. Because of the material (recycled paper), it is destroyed once the user discards them at the end of the game. Because Beta Corp.'s intention is to unify the A-State community, the Re-Woo will bear ASU colors and logos.

Beta Corp. considers that the Re-WOO is unique in the market. The opportunity to offer this product lies in the adoption of the Red Wolf as the official mascot of A-State in 2008. Merchandising companies have been introducing new t-shirt designs, hats, and other sport memorabilia. However, these products can be used on any occasion while the Re-WOO is designed to be used and discarded after one use.

### Features & Benefits

The costume is 1 piece of recycled paper that resembles a Mexican Poncho. It only needs a pattern that fans can put over their shoulders and strap them around their bodies.

The costume is made of recycled paper that will be produced in three sizes: Small (to fit children), Large (to fit adults), and XX-Large (to fit extremely bigger sizes). Because of the standard sizes and the design of the costume, it is possible for Beta Corp. to manufacture the product in minutes.

A unique feature of the costume is that it will have at the front a legend that will change from game to game. For example: "Beat TROY" will be used when Troy visits A-State.

Beta Corp. considers that the product provides a useful benefit to the consumer: They can wear it in the stadium without the need to change their clothes and once the game finishes, they can either discard them or keep it as a souvenir.

### Competitive Advantage

Beta Corp. considers that the Re-WOO is convenient, easy to use and wear, and affordable for A-State Fans to use over the duration of a Football game. Other merchandising companies offer more permanent products such as t-shirts, hats, blankets, etc.

### Innovation

The Re-WOO is a unique product that can be used by ASU Football fans. The costume industry has traditionally used fabrics and synthetic materials to create costumes that can be reused. The Re-WOO is a costume made of recycled paper and is designed for a single use. It will display specific game/opponent information that is new each game. Essentially you are wearing a banner to encourage your team, the Red Wolves to beat this week's opponent. The Re-Woo provides fans the opportunity to celebrate each game as a unique and special event (Homecoming, Salute to the Troops, Home opener, etc.), while also making an environmentally responsible choice.

# Marketing Plan

## Target Market:

The target market is A-State Football fans: students, children, faculty, alumni, and the Jonesboro community. Preliminary information gathered by the management team has determined that, on average, 12,000 people attend the A-State Football home games. From those 12,000, Beta Corp. considers that 80% are A-State fans and the rest are visitor fans and neutral Football fans. The primary target market for the Re-WOO is teenagers and ASU students. The sales forecast is that the sizes will sell in equal terms. A-State fan Courtney Hunt said "The Re-Woo will be the best product ever. I will get it for each game for my family and it sets a great example for our children to see something so cool generated from recycled materials."

To provide an initial estimate of the market share to capture, per each home game, the following table is provided. The 2009 A-State Football season includes 5 home games. The initial goal of Beta Corp. is to sell the following amounts of the Re-WOO:

Game	Re-Woos	ASU Fans	Share
1	1200	9600	10%
2	1500	9600	16%
3	1800	9600	19%
4	2400	9600	25%
5	3000	9600	31%

**Competitors:** In the initial market research conducted by the Management Team, suppliers of A-State licensed merchandise do not offer disposable products such as the Re-WOO. The direct competitors are the A-State bookstore, Wal-Mart, and other retailers of ASU merchandise who sell near the Football stadium.

**Price:** The initial price of the Re-WOO is \$6 for the small size, \$7 for the large, and \$8 for the XX-Large. In comparison, an A-State t-shirt usually sells for \$10 or higher. Total Manufacturing costs per custom are \$3.50, \$4.00 and \$4.50 per size (including A-State licensing rights, materials, etc.). The manufacturing costs include an extra volume of 5% to compensate for any damages and for marketing purposes as a sales force will wear the costumes while they are selling them in the stadium.

**Place:** The main site for selling the Re-WOO is the Liberty Bank stadium. Beta Corp. will use a sales force of 10 students (dressed with the Re-WOO) who will be inside and outside the stadium selling the costume to fans.

**Promotion:** The best promotion for the Re-WOO is the user and the sales force. In addition, several press releases will be distributed to the Jonesboro media to generate attention and expectations about the costume.

## Financial Information

### Start-up Capital and the initial use of funds

Beta Corp will need an initial investment of \$50,000 that will be used as follows:

Manufacturing Equipment:	\$20,000
Office Equipment:	5,000
Legal and Organization costs:	5,000
Working Capital: (*)	20,000

(\*) Working capital will be used to purchase the costumes' materials, pay for rent, utilities, miscellaneous expenses, and salaries of the sales team.

### Sources of funds

The management team will provide the initial investment in equal terms (\$12,500 each). The financial structure of Beta Corp is divided as follows: \$25,000 in debt and \$25,000 in common equity. The \$25,000 debt is a 5-year loan given by the management team to the company to be repaid at maturity. The interest rate of the loan is 12% annually with monthly interest payments. The management team will not receive salaries in the first year of operations.

### Pro-forma Income Statement for 6 months of Operations (July-Dec 2009)\*\*)

Sales	\$	69,300
Manufacturing Costs	\$	39,600
Sales Team	\$	<u>12,500</u>
Contribution Margin	\$	17,200
Fixed Costs		
Rent	\$	9,000
Utilities	\$	3,000
Debt Interests	\$	1,500
Depreciation and Amortization	\$	<u>2,000</u>
Total Fixed Costs	\$	15,500
Profit Before Taxes	\$	1,700

(\*\*) Please check the next page containing the assumptions and this will not be part of the submission. In addition, as the forecast for Beta Corp comprises only the 2009 Football season, the income statement assumes that the company started operations in July, 2009.



## ASSUMPTIONS FOR DEVELOPING THE PRO-FORMA INCOME STATEMENT FOR BETA Corp.

### Sales Forecast

	Small:\$6	Large:\$7	XX-Large:\$8	Total
Game 1	400	400	400	
Sales	\$ 2,400	\$ 2,800	\$ 3,200	\$ 8,400
Game2	500	500	500	
Sales	\$ 3,000	\$ 3,500	\$ 4,000	\$ 10,500
Game 3	600	600	600	
Sales	\$ 3,600	\$ 4,200	\$ 4,800	\$ 12,600
Game4	800	800	800	
Sales	\$ 4,800	\$ 5,600	\$ 6,400	\$ 16,800
Game 5	1000	1000	1000	
Sales	\$ 6,000	\$ 7,000	\$ 8,000	\$ 21,000
Total				\$ 69,300

### Total Manufacturing Costs<sup>(\*)</sup>

	Small:\$3.50	Large:\$4.00	XX-Large:\$4.50	Total
Game1	400	400	400	
Costs	\$ 1,400	\$ 1,600	\$ 1,800	\$ 4,800
Game2	500	500	500	
Costs	\$ 1,750	\$ 2,000	\$ 2,250	\$ 6,000
Game3	600	600	600	
Costs	\$ 2,100	\$ 2,400	\$ 2,700	\$ 7,200
Game 4	800	800	800	
Costs	\$ 2,800	\$ 3,200	\$ 3,600	\$ 9,600
Game 5	1000	1000	1000	
Costs	\$ 3,500	\$ 4,000	\$ 4,500	\$ 12,000
Total				\$ 39,600

### Other Assumptions:

Sales team = 10 members \* \$250 per game \* 5 games=\$12,500

Rent Cost: \$1,500 per month. Utilities:\$500 per month

Interests paid to Shareholders:\$25,000 \* 12% = \$3000 / 12 months \* 6 months = \$1500

Depreciation & Amortization:

Manufacturing Equipment: \$20,000 \* 10% per year = \$2000 / 12 months\*6months=\$1000

Office Equipment: \$5,000 \* 20% per year = \$1,000 / 12 months \* 6 months= \$500

Legal and Organization costs: \$5,000 \* 20% per year= \$1000/12 months\* 6 mos.= \$500

The Management Team will not receive compensation the first year of operations.

(\*) The Manufacturing costs include materials (recycled paper), A-State licensing rights (a royalty for the use of the mascot and logos), logistic costs (transporting the costumes to the stadium), and other miscellaneous expenses. Because the costumes will be manufactured by the management team, no labor cost is accounted.

Beta Corp is a mock company that is used for illustrative purposes only.  
The information described here was developed by Erick P.C. Chang © 2009

# A-State Business Plan Competition 2017

## First Round of Business Plan Judging Form

**Judge Name:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

Thank you for supporting entrepreneurship through your participation as a Judge for A-State Business Plan Competition 2017. Please rate the following elements based on the level to which the business plans met your expectations for college level students. Also, please ensure that the business plan you are judging is the same as the Business Name' at the top of this Judging Form.

	<b>Not Demonstrated</b>	<b>Does Not Meet Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>	<b>Points Earned</b>
<b>Company Overview (5 points max)</b> Company description, product/service to offer Business model/ initial start-up capital Management team	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
<b>Product (or Service) Description (5 points max)</b> Description of the product, Features and benefits Competitive advantage	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
<b>Marketing Strategy (5 points max)</b> Target market, competitors, price, place, promotion	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
<b>Financial Information (5 points max)</b> Start-up capital and initial use, sources of funds, pro-forma income statement for year 1	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
<b>Innovation / Creativity (5 points max)</b> Innovation: Turning ideas into new products or services for a business.	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
<b>Format of Business Plan (5 points max)</b> Grammar, presentation, design, graphics	<b>0</b>	<b>1 to 2</b>	<b>3 to 4</b>	<b>5</b>	_____
Please give any additional comments here or on the back of the document:				<b>Total Points (30 point maximum)</b>	_____

## A-State Business Plan Competition Final Presentation Rubric Fall 2017

Name of Business \_\_\_\_\_

Evaluator's Name \_\_\_\_\_

Teams have up to 10 minutes to deliver their presentation. Judges will be allowed up to 5 minutes to ask questions and provide feedback to the teams. The presentation should be evaluated based on the following:

Overall Presentation Material presented in clear, logical clear and/or sequence-(10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Feasibility of the business – The team provides enough elements in their written plan and presentation that the proposed business is viable and feasible (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Ability to engage Judges—the pace and content of the presentation is appropriate for the audience, the judges' questions are answered clearly and concisely-(10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Market Opportunity—Clear market need presented, as well as a way to take advantage of that need. Meaningful examples and practical applications (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Distinctive competence—The company provides something novel and/or unique that gives it a competitive advantage (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Management Capability—The team can effectively develop this company and handle the risks associated with the venture (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Financial Understanding—The team has a solid understanding of the financial requirements of the business (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Quality of Visual Aids—Clear interesting visual aids that help explain the business ideas and concepts. May bring sample products, but no food drink or promotional giveaways may be given to the judges-(10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Presentation Skills – The team deliver the presentation without the use of notes/cue cards and presenters avoid reading from the visual aids (10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Quality of Written Plan—Written and oral presentations are consistent. Written plan supports assertions in the oral presentation-(10 points)

1-Poor	2	3-Fair	4	5-Good	6	7-Very Good	8-	9	10-Excellent
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Total points possible—100

Points Earned \_\_\_\_\_

Comments: