



# JUDGING INFORMATION PACKET

## COMPETITIVE EVENTS PROGRAM

### **START-UP BUSINESS PLAN**

Thank you for agreeing to share your time and knowledge with DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all DECA students and staff, thank you for serving as a competitive events judge!



# START-UP BUSINESS PLAN

## JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

### EVENT OVERVIEW

- The event you have agreed to judge includes two major parts: a business plan proposal and an oral presentation.
- You have been assigned to judge one section of this event.
- In your section, you will judge 16 to 20 participants, who are only competing against each other in the preliminary competition. The top two performing participants from each section will advance to final competition.
- As a judge, you will evaluate the participants' business plan proposal and presentation using the provided rubric.

### YOUR ROLE AS A JUDGE

- Carefully review the event guidelines and evaluation form to understand your characterization as a judge.
- During the first part of the day, you will read the written entries. The event director will provide you with an estimated amount of time to spend on each written entry.
- Once you begin to see participants, after introductions, begin the 15-minute presentation. Allow the participants to complete their presentation without interruption, unless you are asked to respond.
- Following the oral presentation and if time remains, you may ask questions based on your notes or on the written entry itself. Please ask the same questions to all participants for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Items of monetary value may be handed to but may not be left with the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- At the conclusion of the presentation, thank the participant. Please do not provide any feedback to the participant.
- Use a pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

### TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participants throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



1 PARTICIPANT



11  
PAGES  
ALLOWED



15  
PRESENTATION  
TIME

*Thank you for  
volunteering to evaluate  
our emerging leaders and  
entrepreneurs.*



# START-UP BUSINESS PLAN

START-UP BUSINESS PLAN ESB

The **Start-Up Business Plan** involves the development of a proposal to form a business. Any type of business may be used.

Participants in the Start-Up Business Plan will:

- prepare a business plan proposal
- present the proposal in a role-playing interview

## ENTREPRENEURSHIP

### EVENT OVERVIEW

- This event consists of the **business plan proposal** describing a business the participant wants to develop and the **oral presentation**.
- This event is for **individual participants** only.
- The body of the written entry must be limited to **11 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participant may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.

## KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Crosswalks that show which 21<sup>st</sup> Century Skills are developed and which common core standards are supported by participating in each competitive event are available at [deca.org](http://deca.org).

## WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form.

**WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY.** This must be signed and submitted with the entry. Do **not** include it in the page numbering.

**TITLE PAGE.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

**START-UP BUSINESS PLAN**

Name of DECA chapter

Name of high school

School address

City, State/Province, ZIP/Postal Code

Name of participant

Date

Title page will **not** be numbered.

**TABLE OF CONTENTS.** The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will **not** be numbered.

**BODY OF THE WRITTEN ENTRY.** The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

**I. EXECUTIVE SUMMARY**

One-page summary of the business model

**II. PROBLEM**

List the top three problems your product/service is addressing.

**III. CUSTOMER SEGMENTS**

Who are the target customers?

**IV. UNIQUE VALUE PROPOSITION**

What is the single, clear, compelling message that states why your product/service is different and worth buying?

**V. SOLUTIONS**

What are the top three features of your product/service?

**VI. CHANNELS**

What are the pathways to customers?

**VII. REVENUE STREAMS**

What is the revenue model and what are the lifetime values? What is the revenue and the gross margin?

**VIII. COST STRUCTURE**

What are the customer acquisition costs, distribution costs, human resources costs and other additional costs?

**IX. KEY METRICS**

What are the key activities that must be measured?

**X. COMPETITIVE ADVANTAGE**

What about your product/service means that it cannot be easily copied or bought?

**XI. CONCLUSION**

Specific request for financing, summary of key points supporting the financial request

**XII. BIBLIOGRAPHY**

**XIII. APPENDIX**

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.



1 PARTICIPANT



11  
PAGES  
ALLOWED



15  
PRESENTATION  
TIME

## WRITTEN ENTRY CHECKLIST

In addition to Written Entry Guidelines, the participant must observe all of the standards on the Written Entry Checklist on page 52. These standards are designed to make competition as fair as possible.

## PRESENTATION GUIDELINES

- The major emphasis of the proposal is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participant will present the business plan proposal to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- The participant may bring a copy of the business plan proposal or note cards pertaining to the proposal and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the proposal.
- The participant may use the following items during the oral presentation:
  - not more than three (3) standard-sized posters not to exceed 22<sup>1</sup>/<sub>2</sub> inches by 30<sup>1</sup>/<sub>2</sub> inches each. The participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
  - one (1) standard-sized presentation display board not to exceed 36<sup>1</sup>/<sub>2</sub> inches by 48<sup>1</sup>/<sub>2</sub> inches.
  - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
  - one (1) personal laptop computer.
  - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events **IF** applicable to the presentation.
  - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participant will be permitted, and the participant himself/herself must set up the visuals. No set-up time will be allowed. Participant must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

## PRESENTATION JUDGING

The participant will make a 15-minute presentation to you. As the judge, you are to assume the role of a potential source of capital for the business. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participant will present the proposal. Allow the participant to complete this portion without interruption, unless you are asked to respond.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



# START-UP BUSINESS PLAN

START-UP BUSINESS PLAN ESB

## BUSINESS PLAN PROPOSAL AND PRESENTATION EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

| EXECUTIVE SUMMARY   | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
|---|---------------------|-----------------------|-----------------------|-------------------------|-----------------|
| 1. One-page summary of the business model   | 0-1-2               | 3-4-5                 | 6-7-8                 | 9-10                    |                 |
| PROBLEM   | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
| 2. List of the top three problems the product/service is addressing   | 0-1-2               | 3-4-5                 | 6-7-8                 | 9                       |                 |
| CUSTOMER SEGMENTS   | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
| 3. Description of target customers  | 0-1-2               | 3-4-5                 | 6-7-8                 | 9                       |                 |
| UNIQUE VALUE PROPOSITION  | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
| 4. Description of the single, clear, compelling message that states why the product/service is different and worth buying | 0-1-2               | 3-4-5                 | 6-7-8                 | 9                       |                 |
| SOLUTION  | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
| 5. Description of the top three features of the product/service   | 0-1-2               | 3-4-5                 | 6-7-8                 | 9                       |                 |
| CHANNELS  | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
| 6. Descriptions of the pathways to customers  | 0-1-2               | 3-4-5                 | 6-7-8                 | 9                       |                 |
| REVENUE STREAM  | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
| 7. Description of the revenue model and life time values; explanation of the revenue and gross margin                     | 0-1-2               | 3-4-5                 | 6-7-8                 | 9                       |                 |
| COST STRUCTURE  | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
| 8. Explanation of the customer acquisition costs, distribution costs, human resources costs and other additional costs    | 0-1-2               | 3-4-5                 | 6-7-8                 | 9                       |                 |
| KEY METRICS   | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
| 9. Explanation of the key activities that must be measured  | 0-1-2               | 3-4-5                 | 6-7                   | 8                       |                 |
| COMPETITIVE ADVANTAGE   | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
| 10. Explanation of why the product/service cannot be easily copied or bought  | 0-1-2               | 3-4-5                 | 6-7-8                 | 9                       |                 |
| CONCLUSION  | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS | JUDGED<br>SCORE |
| 11. Specific request for financing, summary of key points supporting the financial request                                | 0-1-2               | 3-4-5                 | 6-7-8                 | 9-10                    |                 |

|                           |  |
|---------------------------|--|
| <b>TOTAL POINTS (100)</b> |  |
| LESS PENALTY POINTS       |  |
| <b>TOTAL SCORE</b>        |  |

JUDGE \_\_\_\_\_