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 as a pitch to a potential source of capital in a role-playing interview

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 21st 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 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point 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 high school
- School address
- City, State/Province, ZIP/Postal Code
- Name of participants
- 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
   Describe the top problems the 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 the product/service is different and worth buying?

V. SOLUTIONS
   Describe the top features of the product/service that solve the problem.

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 the 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
   A bibliography is required. Include a list of the sources of information used in the written document.

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.
**PENALTY POINT CHECKLIST**

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 58. 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 participants 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 participants to the judge by the adult assistant.
- Each 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.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- 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 participants 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 notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants 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 participants. 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

### BUSINESS PLAN PROPOSAL AND PRESENTATION EVALUATION FORM

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

<table>
<thead>
<tr>
<th>EXECUTIVE SUMMARY</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. One-page summary of the business model</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14-15</td>
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<tbody>
<tr>
<td>2. Description of the top problems the product/service is addressing</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7</td>
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<thead>
<tr>
<th>CUSTOMER SEGMENTS</th>
<th>LITTLE/NO VALUE</th>
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<tbody>
<tr>
<td>3. Description of target customers</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7</td>
<td>8</td>
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<th>LITTLE/NO VALUE</th>
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<tbody>
<tr>
<td>4. Description of the single, clear, compelling message that states the unique value proposition</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7</td>
<td>8</td>
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<tr>
<th>SOLUTIONS</th>
<th>LITTLE/NO VALUE</th>
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<tbody>
<tr>
<td>5. Description of the top features of the product/service that solve the problem</td>
<td>0-1-2</td>
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<td>6-7-8</td>
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<thead>
<tr>
<th>CHANNELS</th>
<th>LITTLE/NO VALUE</th>
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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>6. Descriptions of the pathways to customers</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7</td>
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<thead>
<tr>
<th>REVENUE STREAMS</th>
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<tbody>
<tr>
<td>7. Description of the revenue model and life time values; explanation of the revenue and gross margin</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
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<tr>
<th>COST STRUCTURE</th>
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<tr>
<td>8. Explanation of the customer acquisition costs, distribution costs, human resources costs and other additional costs</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
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<tr>
<td>9. Explanation of the key activities that must be measured</td>
<td>0-1-2</td>
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<td>10. Explanation of why the product/service cannot be easily copied or bought</td>
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<tr>
<th>CONCLUSION</th>
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<td>11. Specific request for financing, summary of key points supporting the financial request</td>
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**TOTAL POINTS (100)**

**LESS PENALTY POINTS**

**TOTAL SCORE**

JUDGE ________