



Business Plan Innovation Competition Student Guide

Coppin State University Case Competition

The competition showcases the talent of students as they present their business ideas and plan summaries. Each team gives a refined seven minute presentation followed by eight minutes of questions from a panel of judges comprised of venture capitalists, entrepreneurs and alumni. All the business plans are then reviewed and scored by a panel of judges.

What goes into “The Pitch?”

The student or student teams nor more than four students must develop and deliver an effective, professional business pitch for an innovative and marketable business concept that is both technically and economically feasible and profitable. The business pitch will be a 7-minute creative, compelling, and concise summary of a proposed product or service. A PowerPoint presentation, product/service demonstration, and other relevant presentation materials are highly encouraged.

What do I need to do to get ready?

During the preliminary round, teams are expected to submit an executive business plan summary. This 3-5 page packet will include the following information:

- Business idea and model
- Market opportunity
- Management and operations
- Implementation plans and assumptions
- Financial requirements and projections
- Investment Proposal

The CSU School of Business will provide mentoring and education to help you develop your plan and prepare for your pitch through a series of student touch points and webinars.

How will “The Pitch” be judged?

All qualifying entries will be presented to a panel of judges in a preliminary round. The top 4 candidates will be invited to pitch their business concept during the 2016 CSU CoB Economic Inclusion event on April 27, 2016.

- Innovation- Is this a new idea with potential for impact?
- Clarity- Is the presentation concise, to the point, and organized
- Comprehensiveness- Does the presenter cover all the bases; demonstrating knowledge of the market and how the business will operate?
- Feasibility- Is this proposed venture realistic to implement?
- Professionalism & “wow” factor- Was the delivery polished and did it knock the judges’ socks off?
- Bonus Points- Create an online presence for your venture and build some social media “buzz”



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Presentation Outline and Talking Points

Presentation Cover Page

- Business Name
- Presenter(s)
- Classification
- Age

Mission Statement

- Company's Mission, Core Values
- Opportunity
- Business Profile
 - Type of Business
 - Industry
 - Corporate Structure
- Executive Team
 - Introduction to Company's Principal Leadership (background)
 - Experience and Qualifications

Market Analysis

- Industry Name (Specific Sector)
- Industry Size
- Market Size
- Market Segmentation
 - Target Market
 - Competitive Advantage

Marketing Strategies

- Product
- Place
- Price
- Promotion
 - Advertising
 - PR
 - Personal Selling
 - Direct Marketing
 - Sales Promotion

Financial Analysis

- Projected Yearly Income Statement
 - Costs Of Goods Sold (COGS)/ Cost of Services Sold (COSS)
 - Expenses
 - Fixed



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▪ Variable

- Sales Projections
- Break Event Units

Start Up Investment

- Expenditures
- Cash Reserves
- Total Initial Investment Requirements
- Financing Strategy

Feasibility

- Return on Sales
- Return on Investment
- Burn Rate

Philanthropy and Community Investment Statement

- Philanthropic Statement
- How will your idea improve the community?

Student Presentation Template

Visit online to download a copy at

<http://events.coppin.edu/EconomicInclusionConference/businessplanresources.html>.



Business Plan
Competition PPT Ter

Student Presentation Version with Notes

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Business Plan
Competition PPT No



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Rubric

Business Plan Project Grading Rubric				
Evaluation Dimensions	Performance Rating			Score
Business Plan Component Areas- Grading Criteria				
	Needs Improvement 1	Acceptable 2	Exemplary 3	
Executive Summary	Executive summary does not present a clear overview of the business; main points are not outlined, or cannot be understood	Executive summary provides a satisfactory overview of the business; summary is missing a few minor points, but meets expectations	Executive summary is clear, concise, and effective; summary provides a thorough overview of the business, and fully outlines and describes main points	
Business Description	Plan is missing a business description, or description of the business is vague and inadequately developed; few if any details are provided regarding product/service offered and strategic elements; business model is not sufficiently described; does not clearly describe the benefits of the good/service offered and how it addresses consumer needs; overall company focus is unclear	The business idea is clearly presented; strategic elements are satisfactorily outlined; with a few minor omissions, the business plan describes the reasons for starting the business, product or service offered, and the business model; the company's value proposition is described, but is less than fully developed; business description is lacking some detail, but meets minimum standards	Presents the business idea thoroughly and effectively, including the company's mission, vision, goals, objectives, and overall strategic direction; fully outlines the reasons for launching the venture, and describes product/service offered, company focus, and business model; clearly and convincingly articulates the company's distinctive value proposition	
Competitor Analysis	Competitor analysis is not provided, is inadequate, or is incomplete in significant respects; evaluation of important industry characteristics is lacking detail and does not present a comprehensive assessment of the industry in which the company will be competing; limited competitor and market analyses are provided; few if any competitive advantages are identified, and no analysis of their effects is provided	Business plan describes major characteristics of the industry, but analysis is limited or missing a few elements; market attributes are described and their impacts on the business are adequately assessed; plan identifies competitive advantages of the company, but a discussion of their contribution to the company's market success is missing or less than fully developed; industry analysis is appropriately developed	Provides a thorough analysis of industry size, segments, maturity, opportunities and threats in the industry, overall trends and outlook for the industry, and major competitors; specifically identifies target market and consumer demographics, and fully describes niche in which the company will operate; clearly presents significant competitive advantages and effectively analyzes their impacts on organizational success	
Marketing Plan	Marketing plan is not provided, or is inadequate, imprecise, or incomplete in significant respects; description of important characteristics of the marketing strategy is vague and lacking detail; a sales management plan is not identified or not sufficiently described; a budget for the marketing plan is not provided, or is missing important elements, is unrealistic, and/or is incorrectly prepared	Marketing plan is outlined, but less than fully described; the plan summarizes the marketing strategy, but is missing a few elements; some specifics regarding pricing, promotion, advertising, distribution, media usage, public relations, and web/social media presence are provided, but some details are not described; the plan adequately addresses a sales management plan, and a satisfactory budget is provided	Clearly outlines and describes the marketing plan and an effective overall marketing strategy for the proposed new enterprise; provides details regarding pricing, promotion, advertising, distribution, media usage, public relations, and web/social media presence; fully describes sales management plan and composition of sales force;	



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			provides a comprehensive and detailed budget for marketing plan	
Operation Plan	Operational plan is not provided, or is inadequate, not fully developed, or incomplete in significant respects; description of important resource needs is vague and lacking detail; a logistics and supply chain plan is not provided or is not sufficiently described	Operational plan is outlined, but less than fully described; the plan summarizes human resource, facility, and technology needs, but is missing a few elements; a logistics and supply chain plan is satisfactorily outlined; a few details are not described, but plan meets expectations	Effectively outlines and develops an operational plan for the proposed new enterprise; the plan clearly identifies needs relating to human resources, facilities, and technology infrastructure; fully describes plan for logistics and supply chain management	
Financial Statements	Financial plan is not provided, or is inadequate, unrealistic, or incomplete in significant respects; analyses of and/or projections for key components of the financial plan are inaccurate, not developed, and/or lacking detail; a proposal for alternative financing sources is not provided or is not adequately described and/or substantiated	Plan outlines the principal financial elements, but analysis is limited or missing a few minor components; sales forecasts, income projections, pro-forma financial statements, a break-even analysis, and a capital budget are included, but are less than fully justified; the plan outlines possible sources of financing and is adequate in most respects	Presents an accurate, realistic, and achievable financial plan for the proposed new enterprise; the plan includes reasonable and fully supported sales forecasts and income projections, pro-forma financial statements, a break-even analysis, and a capital budget; the plan clearly identifies and effectively justifies possible sources of financing	



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Oral Presentation

Business Plan Project Grading Rubric				
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Business Plan Component Areas- Grading Criteria				
	Needs Improvement 1	Acceptable 2	Exemplary 3	
Overall product and services clearly defined	Idea is not described and not linked to solving the problem or unmet need.	Idea is clearly and persuasively described and linked to solving the problem or unmet need.	Idea is clearly and persuasively described and linked to solving the problem or unmet need and includes an explanation for idea inspiration.	
Problem to be solved told through a compelling story	No clear story or demonstration of opportunity recognition concepts from the written plan in the presentation.	Clear narrative that integrates compelling story from the written plan into the presentation to legitimize business claim.	Clear and compelling narrative that seamlessly integrates all important opportunity recognition concepts from the written plan into the presentation to legitimize business claim.	
Clearly defined business model	Business model is not described and not linked to solving the problem or unmet need.	Business Model is clearly and persuasively described and linked to solving the problem or unmet need.	Business model is clearly and persuasively described and linked to solving the problem or unmet need and includes an explanation for idea inspiration.	
Clearly identified company's competitive edge	Indirect and direct competitors not described at all and no explanation of competitive advantage.	Indirect and direct competitors clearly described including strengths and weaknesses for each. Engaging and convincing explanation of competitive advantage to show how business is unique.	Indirect and direct competitors clearly described including strengths and weaknesses for each. Engaging and convincing explanation of competitive advantage to show how business is unique with customer feedback/testimonials.	



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Case Competition Workshops, Mentorship, and Support

3/28 – 4/1	Introduce Contest and Contest Rules	Webcast
	Getting Started: Developing the Business Idea	Webcast & Live Session
	Executive Summary Overview	Webcast
	Business idea and model	Webcast
	Market opportunity	Webcast & Live Session
	Management and operations	
	Mentors Assigned	
4/1	Begin Oral Presentation Practice	
4/4-4/8	Implementation plans and assumptions	Webcast & Live Session
	Financial requirements and projections & Investment Proposals	
4/8	Oral Presentation Practice	
4/13	Executive Summary Due (email to: coppinallbusiness@coppin.edu)	
4/15	Oral Presentation Practice	
4/22		
4/25		
4/26		
4/27	Business Plan Competition	