

2026-2027 Competitive Events Guidelines

Business Plan

Business Plan gives members the opportunity to develop and present a comprehensive plan for launching a new business. This event highlights the importance of business planning as a tool for evaluating, organizing, and communicating a business concept. It includes a pre-judged asset (written report) and a live presentation to a panel of judges.



Event Overview	
Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Pre-judged Asset and Presentation

Event Information:	
National Leadership Conference: Timing Structure: • Equipment Set-Up: 3 minutes ○ No interaction allowed with judges during this time. • Presentation: 7 minutes ○ A one-minute warning will be provided • Question & Answer (Q&A): 3 minutes Important: Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period. Important Notes: • Internet Access: Not provided • PDF Prejudge asset due by the state set deadline • Event Schedule Notes: ○ Some events may begin before the Opening Session. ○ All schedules are posted in local time for the NLC host city. ○ Schedule changes are not permitted.	State/Region: Review Region and State Sections further on in this document.

*** Event specifics are continued below. Review the document in its entirety.

The business must not have been in operation more than 12 months prior to the first level of competition (district/region/section or state).

Region

This is not a region event.

State

State Eligibility

Each chapter may enter two (2) teams of 1, 2, or 3 members of active local chapters in FBLA Connect, the FBLA membership system. An active chapter is defined as having members “pending or paid” at the time of the “state-only” registration published on the PA FBLA website.

In order to be registered for this event, student data is imported into Blue Panda, the event registration and competitive events management system, from FBLA Connect. Students are imported and able to be registered only if identified as having “pending or paid” membership. “Paid” membership is defined as

2026-2027 Competitive Events Guidelines

Business Plan



a dues payment for the student received by National FBLA; “pending” membership is defined as membership for which payment is due to National FBLA 60 days from the date the student appears on the membership invoice.

Members may compete in an event more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event at RLC, SLC, or NLC.

It is the responsibility of the local chapter adviser

- to pay membership dues for all competitors by the published submission deadline for this event and to register students through Blue Panda by the published deadline.

Finalists for this event will be an equal number advancing from the State Qualifying Round to a maximum of 15. Finalists will be notified by the PA FBLA Executive Director/State Chairman by the date indicated on the FBLA website. Finalists will be required to give an oral presentation at the SLC.

State Procedure

Pre-judged Asset Details: Business Plan

Submission

- **The materials must be received by the PA FBLA Executive Director/State Chairman by the deadline date published at <https://www.pafbla.org/about-pafbla/important-dates/>, which is posted on the PA FBLA web site. Failure to submit the Business Plan PDF in Blue Panda by the received by date will result in the participants being disqualified.**
- A PDF of the created Business Plan must be posted in Blue Panda and received by the deadline posted on the www.pafbla.org website.

Asset Requirements:

- All content must be original and created specifically for this competition.
- QR codes and links are not allowed in the asset.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).
- Assets must be new, original work and may not have been submitted at any previous National Leadership Conference.
- **Number of Pages:** The report will be no more than seventeen (17) pages.
- Reports should follow the rating sheet sequence and be formatted to fit on 8 ½” x 11” paper.
- The first page (front cover) should include the name of school, state, name of the business, and school year (2026-2027) on the cover.
- The second page must include a table of contents, and each page must be numbered.
- Divider pages and appendices are optional and must be included in the page count.
- The business must not have been in operation more than 12 months prior to the state qualifying round.
- Reports will follow this sequence, mirroring the rating sheet:
 - *Executive Summary:* Provides a brief synopsis of the key points and strengths included in the plan.

2026-2027 Competitive Events Guidelines

Business Plan



- *Company Profile:* Includes basic details of the business, including an overview, mission statement, location, legal structure and governance, organization and goals.
- *Industry Analysis:* Provides an analysis of the larger industry in which the business will belong, analyzes key trends and strategic opportunities in the industry, demonstrates an understanding and awareness of external business decisions.
- *Target Market:* Provides a brief overview of the nature and accessibility of the targeted audience. Analyzes the market's potential, current patterns, and sensitivities.
- *Competitive Analysis:* Includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses.
- *Marketing Plan and Sales Strategy:* Demonstrates how the business' product or service will be marketed and sold, includes both strategic and tactical elements of the marketing and sales approach.
- *Operations:* Provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- *Management and Organization:* Describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives.
- *Long-Term Development:* Gives a clear vision of where the business will be in three (3), five (5) or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
- *Financials:* Indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
- *Appendix:* Includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.)

State Qualifying Round

1. Competitors will be allowed to select a presentation time on the published date from a set timeframe once registration has closed. Once a presentation time has been selected, it cannot be changed. If a competitor does not select a time to present, one will be randomly assigned from the remaining time slots. At the selected presentation time, competitors will join a Zoom meeting. Competitors will then give their presentation to a panel of judges during the meeting.
2. Competitors may join Zoom individually from multiple computers or as a team from one computer.
3. Competitors may join Zoom from school, home, or other location.
4. Competitors may be seated or standing during the Zoom presentation.
5. **The participants must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/>. If the participants do not comply, points will be deducted UNLESS there is an egregious violation.**
6. Competitors will be allowed to share their screens during the presentation.

2026-2027 Competitive Events Guidelines

Business Plan



7. Competitors will not be allowed to use chat, whiteboard, or any other features in Zoom other than to share their screen.
8. Competitors should incorporate the following aspects in the presentation
 - Business Concept and Company Profile
 - Marketing Aspects
 - Operations and Management Plans
 - Financial Documents & Projections
 - Risks & Adverse Results
 - Long-Term Goals.
9. The competitors must perform all aspects of the presentation (e.g. speaking, set-up, operating AV equipment, etc.) Other representatives of the chapter may provide no additional assistance.
10. The competitors must be visible to the judges.
11. Visual aids and samples specifically related to the project may be used in the presentations.
12. Advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
13. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
14. Seven (7) minutes will be given to describe the project and the results obtained.
15. At the end of six (6) minutes, a timekeeper will give a one-minute warning, and at seven (7) minutes the timekeeper will announce "TIME". When time is called, the presenter must end the presentation.
16. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
17. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
18. The Zoom presentation will not have an audience.
19. Up to 15 finalists will be announced based on the qualifying round score.
20. After the announcement of the finalists, presentations can be changed in preparation for the state competition.
21. The qualifying round score will not be used in the final round.

Conference Requirements

1. The event consists of three parts: (1) qualifying round presentation, (2) submission of a Business Plan saved as a PDF, and (3) an oral presentation.
2. Participants are required to complete all parts to be eligible to win an award.

Oral Presentation

1. **The participants must comply with the PA FBLA Dress Code which can be found at <https://www.pafbla.org/about-pafbla/dress-code/>. If the participants do not comply, points will be deducted UNLESS there is an egregious violation.**
2. The participants must perform all aspects of the presentation (e.g., speaking, set-up, operating AV equipment, etc.) Other representatives of the chapter may provide no additional assistance.
3. Visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
4. Advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
5. Competitors should incorporate the following aspects in the presentation

2026-2027 Competitive Events Guidelines

Business Plan



- Business Concept and Company Profile
 - Marketing Aspects
 - Operations and Management Plans
 - Financial Documents & Projections
 - Risks & Adverse Results
 - Long-Term Goals.
6. Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation).
 7. The chapter must provide the computer for the event. An LCD projector, screen, table, and electrical power will be provided on-site. Participants that will be utilizing Apple products or other devices that do not have an HDMI port will need to provide their own adapters.
 8. Internet access is not provided.
 9. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
 10. Seven (7) minutes will be given to describe the project.
 11. At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored timecard indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored timecard indicating time is up. When time is called, the presenter must end the presentation.
 12. Following each presentation, the judges will conduct a three-minute (3) question-and-answer period.
 13. The performance is open to all conference attendees, except performing participants of this event. If participants of the event view other presentations before or after their scheduled presentation time, they (or their team if they are part of one) will be disqualified.

State Judging

The PDF of the Business Plan will be used to complete the pre-judged (project) rating sheet. The Zoom presentation will be used to complete the presentation rating sheet. The pre-judged (project) rating sheet score and the presentation rating sheet score will be combined to determine the finalists.

The final round will be based solely on the live oral presentation using the presentation rating sheet. The Zoom presentation score and prejudged report score will not be used in the final round. Judges must make a definitive decision on ranking. Ties are not permitted. The decision of the judges is final.

State Awards

The state will present a maximum of ten (10) awards at the State Leadership Conference.

National Conference Eligibility

The first-, second-, third-, and fourth-place award-winning projects at the State Leadership Conference are eligible for entry at the National Leadership Conference. All NLC qualifiers will be expected to present a seven-minute (7) oral presentation of the project at the NLC.

In the event that the local chapter of the first-, second-, third-, or fourth place winning project cannot attend the National Leadership Conference or does not wish to have its project submitted for competition at the National Leadership Conference, it is the responsibility of the:

2026-2027 Competitive Events Guidelines

Business Plan



local chapter adviser

- to contact the PA FBLA Executive Director/State Chairman about not participating at the National Leadership Conference.

PA FBLA Executive Director/State Chairman

- to contact the next eligible award winner about participating at the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - o One individual or team event, and
 - o One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.

2026-2027 Competitive Events Guidelines

Business Plan



- **Team Composition:** All members of a team must be from the same local chapter.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of three phases: a pre-judged asset, preliminary presentation, and a final presentation.

Pre-judged Asset Details: Report

Submission Deadline

- A PDF of the report must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- All content must be original and created specifically for this competition.
- QR codes and links are not allowed in the asset.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).
- Assets must be new, original work and may not have been submitted at any previous National Leadership Conference.

Judging & Ownership

- Assets will be judged prior to the National Leadership Conference (NLC).
- Pre-judged assets will not be returned. All submitted projects become the property of FBLA and may be published or reproduced for promotional purposes.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Event Specific Information

- **Number of Pages:** The report will be no more than seventeen (17) pages.
- Reports should follow the rating sheet sequence and be formatted to fit on 8 ½" x 11" paper.
- The first page (front cover) should include the name of school, state, name of the business, and school year (2026-2027) on the cover.
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- Reports will follow this sequence, mirroring the rating sheet:
 - o *Executive Summary:* Provides a brief synopsis of the key points and strengths included in the plan.

2026-2027 Competitive Events Guidelines

Business Plan



- *Company Profile:* Includes basic details of the business, including an overview, mission statement, location, legal structure and governance, organization and goals.
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- *Marketing Plan and Sales Strategy:* Demonstrates how the business' product or service will be marketed and sold, includes both strategic and tactical elements of the marketing and sales approach.
- *Operations:* Provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- *Management and Organization:* Describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives.
- *Long-Term Development:* Gives a clear vision of where the business will be in three (3), five (5) or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
- *Financials:* Indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
- *Appendix:* Includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not provided

2026-2027 Competitive Events Guidelines

Business Plan



- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Pre-judged asset, visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in the presentation

- Business Concept and Company Profile
- Marketing Aspects
- Operations and Management Plans
- Financial Documents & Projections
- Risks & Adverse Results
- Long-Term Goals

Final Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.

2026-2027 Competitive Events Guidelines

Business Plan



- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Pre-judged asset, visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in the presentation

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- Financial Documents & Projections
- Risks & Adverse Results

2026-2027 Competitive Events Guidelines

Business Plan



- Long-Term Goals

Scoring

- The pre-judged asset score will be added to the preliminary presentation round scores to determine which competitors or teams advance to the final round from each section.
- The final presentation score determines the top winners.
- Pre-judged asset score will be used to break a tie.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

2026-2027 Competitive Events Guidelines

Business Plan

Business Plan Pre-Judged Asset (Report) Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Executive Summary <i>Provide brief and concise Executive Summary. Convince reader that business concept is sound and has a reasonable chance of success</i>	<i>No Executive Summary</i>	<i>Executive Summary is provided but does not show evidence of sound business concept OR reasonable chance of success</i>	<i>Executive Summary is proved AND show evidence of sound business concept and reasonable chance of success</i>	<i>Executive Summary serves as a strong introduction and transitions into the remainder of the report</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Develop Company Profile <i>Legal form of business Effective date of business Company mission statement/vision Company governance Company location(s) Immediate development goals Overview of company's financial status</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Present Industry Analysis <i>Description of industry (size, growth rates, history) Trends and strategic opportunities with industry</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Present Target Market <i>Target market defined (size, growth, potential, needs) Effective analysis of market's potential, current patterns, and sensitivities</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Discuss Competition <i>Key competitors identified Effective analysis of competitors' strengths and weaknesses Potential future competitors Barriers to entry for new competitors identified</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Marketing Plan & Sales Strategy <i>Key message to be communicated identified Options for message delivery identified and analyzed including Web process Sales procedures and methods defined</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Operations <i>Business facilities described Production plan defined and analyzed Workforce plan defined and analyzed Impact of Technology</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	

2026-2027 Competitive Events Guidelines

Business Plan

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Management & Organization <i>Key employees/principals identified and described</i> <i>Board of Directors, advisory committee, consultants, and other human resources identified and described</i> <i>Plan for identifying, recruiting, and securing key participants described</i> <i>Compensation and incentives plan</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Provide Long-term Development <i>Goals for three, five, or more years are identified and documented</i> <i>Risks and potential adverse results identified and analyzed</i> <i>Strategy in place to take business toward long-term goals</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Financials <i>Type of accounting system to be used is identified</i> <i>Financial projections are included and reasonable</i> • Year 1 monthly cash flow • Year 1 monthly income statement • Yearly income statements for Years 1, 3 and 5	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format					
Format and design a business report	<i>Does not format document</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-2 points	3-4 points	5 points	
Include correct grammar, punctuation, and spelling	<i>5 or more grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling error, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	
Guideline Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Report was submitted as PDF ✓ Links or QR codes were not used (unless in citations) ✓ Report was 17 pages or under ✓ Report followed the sequence of the rating sheet & formatted for 8 ½" x 11" paper ✓ Cover Page with all criteria listed, table of contents included, all pages are numbered ✓ Business not in operation for longer than 12 months			
	0 points	1-10 points			

Pre-judged Asset Total (190 points)

Name(s):	
School:	Section:
Judge Signature:	Date:

2026-2027 Competitive Events Guidelines

Business Plan



Comments:

Business Plan Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes business concept and company profile	No evidence of business concept or company profile	Business concept OR company profile described	Business concept AND company profile explained	Business concept and company profile explained including how the concept matches the profile	
	0 points	1-6 points	7-8 points	9-10 points	
Explains marketing aspects of business	No marketing evident	One aspect of marketing explained	Two aspects of marketing explained	Three or more aspects of marketing to increase company presentation explained	
	0 points	1-8 points	9-12 points	13-15 points	
Describes operations and management plans	No evidence of company, operations plan, or management plan	Description of operations OR management plan	Description of operations AND management plan	Detailed description of operations and management with plan for future growth	
	0 points	1-8 points	9-12 points	13-15 points	
Provides information on financial documents and projections	No evidence of financial documents or company projections	Provides information on at least one financial document OR one projection	Provides information on two financial documents and at least one projection	Provides information on at least three financial documents and at least three projections	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies and analyzes risks and adverse results and provides plan to avoid adverse results	No evidence of risks or adverse results	One risk OR adverse result is given: no evidence of planning	Two risks and at least one adverse result identified; includes a plan with at least one step to avoid adverse results	Three risks and at least one adverse result identified; includes a plan with at least two steps to avoid adverse results	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies long-term goals	No goals identified	Only one goal identified	Two goals identified	Three or more goals identified with specific plan to achieve the goals	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	Did not demonstrate any of the listed skills	Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated all skills, enhancing the overall presentation	
	0 points	1-6 points	7-8 points	9-10 points	

2026-2027 Competitive Events Guidelines

Business Plan



Demonstrates the ability to effectively answer questions	<i>Does not respond to questions or responses are completely off-topic.</i>	<i>Provides incomplete or unclear answers that show limited understanding.</i>	<i>Responds accurately and clearly to most questions, showing adequate understanding.</i>	<i>Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time) ✓ Maintained professional boundaries during set-up time (no interaction with judges) ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Audio was presented without external speakers (preliminary round) <i>Avoided use of food or live animals</i>			
		0 points	1-10 points		
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (110 max)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					