

**American Indian Business Leaders
16th Annual
National Leadership Conference
April 8-10, 2010**



***Host Hotel:*
Black Bear Casino Resort
Carlton, Minnesota**

BUSINESS PLAN COMPETITION PACKET



AMERICAN INDIAN BUSINESS LEADERS

2010 Business Plan Competition

Guidelines

AIBL Business Competition: Each year the National AIBL Program hosts a National Business Plan Competition designed to encourage students to awaken their entrepreneurial spirit. We challenge students to bring their business ideas to life.

1. You must submit a business plan following AIBL's Business Plan Outline. This business plan must describe a current or planned chapter owned and operated business. To be considered a chapter effort, your chapter business venture must involve, at minimum, two AIBL members.
2. We will also accept individual business plans only if the AIBL chapter agrees to use this plan as a way to help individual members start a business. To be considered a chapter effort, the plan must involve, at minimum, two AIBL members.
3. Your business must offer a tangible product(s) or service that you can market and sell.
4. There is no limit on the number of business plans submitted from one chapter. The more the merrier, just remember you will be competing against one another.
5. The competition will be separated into the following categories:
 - K-8
 - High School
 - Tribal College*
 - University*

**The Tribal College and University category may be put into one category if we do not receive at least three business plans in each category.*

6. The deadline for submission of the written portion is **March 12, 2010**. You have two options to submit your plan, by email or postal mail. Emailed submissions must be in PDF format. **NO OTHER FORMATS WILL BE ACCEPTED!** If you choose to send a hard copy by postal mail, it must be postmarked on or before the deadline and must be an UNBOUND original. It is your responsibility to verify that we receive your plan. Please be sure to label files with the name of YOUR chapter. It is difficult to differentiate between files that are labeled "AIBL Business Plan".
7. Business plans must be typed, single or double-spaced and in the following format:
 - 1 inch top & bottom margins
 - 1.25 left & right margins
 - Times New Roman Font (12 Pitch)
8. The presentation portion of this competition is due on **March 19, 2010**. You may email or send via postal mail your business plan presentation. The presentation must be in Microsoft PowerPoint format. If your presentation is too large to email you must mail a CD or USB, post marked on or before

deadline. It is your responsibility to verify that we receive your presentation. Please be sure to label files with the name of YOUR chapter. It is difficult to differentiate between files that are labeled “AIBL presentation.”

9. A laptop computer and LCD projector will be provided at the competition. Due to limited time you will not be allowed to use your own equipment.
10. The oral presentation will be a 15 minute presentation. A time keeper will notify you at the 2 minute mark. When time is up the chapter must stop.
11. Business Plans and Presentations will not be returned. Contents of the plan and presentation will be held strictly confidential. No last minute editing allowed at the conference.
12. You will have the opportunity to practice your presentation at the conference daily from 8:00 am – 9:00 am or during lunch break.
13. No AIBL Chapter can submit a previously submitted business plan.
14. ALL student chapter members who complete the entry requirements will be allowed to participate in the AIBL Business Competition. Each business plan submitted must adequately address all areas of the Tribal Business Plan Competition Outline. Incomplete plans will be disqualified.
15. Cash prizes are awarded as follows: All monetary awards will be made payable to the AIBL Chapter, it is the chapter’s business on how the money is distributed. No checks will be made to individuals.

Category	1st Place	2nd Place	3rd Place
K-8	\$ 500.00	\$ 250.00	\$ 125.00
High School	\$ 750.00	\$ 375.00	\$ 188.00
Tribal College	\$1,000.00	\$ 500.00	\$ 250.00
University	\$1,000.00	\$ 500.00	\$ 250.00

16. A panel of entrepreneurs, financial professionals, educators, and tribal leaders judge the business plans submitted for this competition.

If you have any questions, please direct all inquiries to:

Leia Loonsfoot
Email: leia.loonsfoot@aibl.org
Phone: 406-243-4879

Mailing Address:

American Indian Business Leaders
The University of Montana
Gallagher Business Building, Suite 366
Missoula, MT 59812



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Evaluation Criteria

The judges will be given the following scoring sheets to evaluate your plan and presentation. These forms as well as feedback from the judges will be mailed to all participants one month after the competition.

Rating system: 1=Excellent, 2=Very Good, 3=Good, 4=Adequate, 5=Fair, 6=Poor, 7=Very Poor

	Excellent							Very Poor
Written Evaluation								
I. Executive Summary (Clear, exciting, and effective as a stand alone overview of the plan)	7	6	5	4	3	2	1	
II. Description of Business (Description features, and benefits, pricing, current stage of development, proprietary position)	7	6	5	4	3	2	1	
III. Market Analysis (Description of market, competitive analysis, unique capabilities, sales/promotion)	7	6	5	4	3	2	1	
IV. Management (Backgrounds of key individuals, ability to execute strategy, personnel needs, organization structure)	7	6	5	4	3	2	1	
V. Financials (Presented in a easy to read and understandable format)	7	6	5	4	3	2	1	
VI. Overall Assessment of Written Plan (Is this plan clear and compelling?)	7	6	5	4	3	2	1	

	Excellent							Very Poor
Presentation Evaluation								
I. Presentation (Materials presented in a clear, logical, and sequential form).	7	6	5	4	3	2	1	
II. Delivery (How well did the speaker introduce business idea).	7	6	5	4	3	2	1	
III. Interest (Ability to maintain judge's interest).	7	6	5	4	3	2	1	
IV. Visual Aids (Quality of visual aids).	7	6	5	4	3	2	1	
V. Professionalism (Was the presenter(s) dressed professionally? Was poise and confidence exhibited?)	7	6	5	4	3	2	1	
VI. Question & Answers (Appropriately respond to judges inquires. Think effectively on their feet).	7	6	5	4	3	2	1	



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Outline

It is required that each business plan submitted for the Business Competition adequately addresses the following sections of a business plan:

I. EXECUTIVE SUMMARY

II. DESCRIPTION OF THE BUSINESS

- A. Business Concept
- B. Vision and Mission Statement
- C. Product/Service Description
- D. Location and Physical Facilities
- E. Tribal and Other Local Benefits
- F. Relationship to Tribal Economic/ Sustainable Development
- G. Development Strategy

III. MARKET ANALYSIS

- A. Market Description
- B. General Market Trends
- C. Customer/Consumer Profile
- D. Competition
- E. Risk

IV. ORGANIZATION AND MANAGEMENT

- A. Legal Form of Organization
- B. Management Team Profile
- C. Management and Training Plans

V. FINANCIAL ANALYSIS

- A. Capital Requirements
- B. Structure Financing
- C. Financial Forecasts
 - 1. Break-even Analysis
 - 2. Cash Flow Statements
 - 3. Income Statement Projections
 - 4. Balance Sheet Projections
 - 5. Explanatory Notes to Financial Forecasts
 - 6. Key Financial Ratios and Measures of Performance

VI. SUPPORTING DOCUMENTS



AMERICAN INDIAN BUSINESS LEADERS

2010 Business Plan Competition

REGISTRATION FORM

DUE MARCH 12, 2010

DATE: _____

AIBL Chapter: _____

Contact Name: _____

Address: _____

City/State/Zip Code: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Please List the Names of the Business Plan Authors

1	_____
2	_____
3	_____
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Signature of AIBL Advisor: _____