



AIBL Business Plan Competition

GUIDELINES

AIBL Business Competition: Each year the American Indian Business Leaders 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 attached. 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 their own 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. **New!** There is no limit on the number of business plans submitted from each chapter. The more the merrier, just remember that you will be competing against one another, as each plan will be considered on an individual basis.
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 combined into one category if we do not receive at least three business plans from each category.*
6. **New!** The deadline for submission is March 12, 2010. You have two options to submit your plan: by email or by mailing a hard copy. Emailed submissions must be in PDF format. **NO OTHER FORMATS WILL BE ACCEPTED!** If you choose to mail a hard copy it must be postmarked 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", for example.
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)

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8. **New!** The Power point presentation portion of this competition is due on March 19, 2010. You may email or mail the presentation. The presentation must be in Microsoft PowerPoint format. If your presentation is too large to email you must mail a CD or USB thumb drive, post marked before the deadline. It is your responsibility to verify that we have received 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,” for example.
9. A laptop computer and LCD projector will be provided. Due to limited time, you will not be allowed to use your own equipment.
10. Your oral presentation must not exceed 15 minutes. A time keeper will notify you at the 2 minutes remaining mark. When your time is up, your presentation must stop.
11. Business Plans and Presentations will not be returned to your chapter. Contents of the plan will be held strictly confidential.
12. **New!** 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 attached. Incomplete plans will be disqualified.
15. Cash prizes will be awarded as follows: All monetary awards will be made payable to the AIBL Chapter; it is the chapter’s purgative on how the money is distributed. No checks will be made to individuals under any circumstances.

Category	1st Place	2nd Place	3rd Place
K-8	\$ 500.00	\$ 250.00	\$ 125.00
High School	\$ 750.00	\$ 375.00	\$ 187.50
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: 406-243-2298

Mailing Address:

American Indian Business Leaders | the University of Montana
Gallagher Business Building, Suite 366 | Missoula, MT 5981

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

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

BUSINESS PLAN OUTLINE

It is required that each business plan submitted for the Business Plan 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

REGISTRATION FORM

DATE _____

AIBL CHAPTER _____

BUSINESS PLAN NAME _____

CONTACT NAME _____

PHONE _____

EMAIL _____

LIST AUTHORS _____

AIBL ADVISOR SIGNATURE

DATE