



The Junior League of Lancaster's High School Girls Business Plan Competition

Spring 2012

www.jllancaster.org

email: jllgirlsinbusiness@gmail.com

Facebook: [JLL Girls In Business](#)

OVERVIEW

The purpose of this program is to identify and recognize high school girls who are interested in starting their own business.

All submissions should be based upon an original idea for a product or service.

The competition is a starting point for students to share ideas, gain exposure to business development, and build confidence in communication skills. The competition is also an opportunity to compete for a monetary award. It is open to all female high school students throughout Lancaster County.*

AWARD

Top 3 finalists will be granted a monetary award to be used for future academic pursuits or funding to start their business. The awards are:

\$1000 for 1st Place

\$500 for 2nd Place

\$250 for 3rd Place

*Prior JLL award winning business plans may not be resubmitted

PROGRAM DETAILS

Round 1: Written Business Plan

Students should submit their written business plan by February 3, 2012. Please email the business plan in a Word Document to jlgirlsibusiness@gmail.com.

All submissions must include a cover page which includes the following information:

- Student Name
- Business Name
- School & Grade
- Student Email Address
- Student Contact Phone Number
- School Contact (this could be either a Guidance Counselor or Teacher)

An email confirmation will be sent once the business plan is received.

A Business Plan Guideline is included. The questions posed should be addressed as well as any other pertinent information to support your unique idea. Written business plans should not exceed 4 pages (this does not include the Cover Page).

Judges will choose 10 of the written business plans to compete in the second round of the competition, which will include Oral Presentations. Students will be notified by March 2, 2012 as to whether they will compete in the Round 2: Oral Presentation.

Round 2: Oral Presentation

The Round 2: Oral Presentation Event will take place on the morning of April 14, 2012. Students participating in Round 2 must be present on the day of the event to deliver their presentation.

Contestants will present for 6-8 minutes followed by 2 minutes of questions from the judges. The presentations will be timed and should be no longer than 8 minutes in length.

Students are encouraged to use visual aids to enhance their presentation. This includes the use of technology, product and or marketing samples.

The Oral Presentation Event is open to the public.

Evaluation Criteria:

Also included in this packet of information are the judging forms that will be used to evaluate the plans and presentations. Please review both forms prior to submitting your plan. It is important to understand the criteria upon which the business will be evaluated.

NEW for 2012- Mentor Component:

This year the top ten finalists will be assigned a mentor to help prepare for Round 2. This mentor will be a member of the Junior League who is business savvy and has real world experience to share with the participants. It is expected that all finalists meet with their mentors at least twice in the six week timeframe between the time of notification and the final presentation. Mentors will not have any effect on the final outcomes of the competition but will be advocates for the competitors. During this time, the mentors will help critique the presentation and help prepare the finalists for the question and answer portion. More details about the Mentor Program will be shared with the finalists.

WRITTEN BUSINESS PLAN GUIDELINE

SECTION I- COMPANY BACKGROUND AND STRUCTURE

- What is the name of your business?
- What is the general nature of your business?
- What customer need are you meeting?
- Who is your target audience?
- What led to your interest in this product/service?
- Where will your business be located?
- How will your business be staffed?
- Who will be the key vendors, if any, for the supplies, equipment, etc. needed for your business?

SECTION II- MARKET OPPORTUNITY

- Market Size- How large is your market? How many potential customers do you have?
- How many potential customers could your business handle?
- Market Growth- What is the growth potential to add or expand your business?
- What strengths or experience do you bring to your business?
- Who or what, is the competition to your business?

SECTION III- MARKET STRATEGY

- How will you promote your business? How will you advertise?
- How and where will you reach your target audience to sell your product or service?
- What do you see as your competitive edge?
- How will you measure customer satisfaction?

SECTION IV- FINANCIALS

- What will be the fee structure for your service or product? By the piece? By the hour? By the job?
- What are anticipated/projected earnings for the first year? How did you arrive at this figure?
- What are the anticipated expenses for the first year? (Salaries/wages, equipment, rents, insurance, cost of goods sold, internet costs, etc.)
- How much money is needed to start an operation of this type?
- Is financing required for start-up? For continued-operations?
- At what point do you project to break even?

Written Business Plan Judging Form – Round One

Student Name		
Possible Points: 10 Points Each	Points Received	Judging Comments
Section 1: Company Background & Structure		
Section 2: Market Opportunity		
Section 3: Market Strategy		
Section 4: Financials		
Total Points		
/ 40 Points Possible		

For Finalists competing in the Second Round of the Competition, these points will be carried over. The Second Round has a total of 60 potential points. Point values from each round will be added together (for a maximum of 100 points) to determine the top 3 award winners.

Oral Presentation Judging Form – Round Two

Student Name			
Possible Points	Category	Points Received	Judging Comments
15	Overall Presentation Delivery - <i>Ideas presented in a clear, logical order; Vocal Expressiveness, Rate, Eye Contact; Quality of responses to Judges' Questions</i>		
10	Innovation of Idea- <i>How novel or unique is this business? Is this a better or significantly different product, process or idea?</i>		
10	Feasibility - <i>Is this business easily implementable; capable of being accomplished or brought about</i>		
5	Social Consciousness/ Awareness- <i>How does this business improve the local community or environment at large</i>		
5	Visual Aids- <i>Effective use of technology, product display and other materials</i>		
15	Persuasiveness of Presentation- <i>Hypothetically, would the judges want to invest in this business venture</i>		
Total Points		/ 60 Points Possible	