



Entrepreneurship

2022 SkillsUSA Michigan State Championships Contest Description Task and Materials List

CONTEST LOCATION:

Amway Grand Plaza Hotel 187
Monroe Avenue NW Grand
Rapids, MI 49503, US (616)
774.2000

<http://www.amwaygrand.com/>

RESUME:

Each student must submit a one-page printed resume before the contest starts at the contest site (present to the contest coordinator, not judges). This is the only time that resumes can be turned in. Failure to do so will result in a 10 point penalty.

STUDENT MUST SUPPLY:

- 1 page resume (one for each student)
- Same supplies as listed in the SkillsUSA Championships Technical Standards
- Two copies of each participating team's business plan

NOTE:

- *Please refer to the 2022 Technical Standards for specific contest details.*

CLOTHING REQUIREMENT (if different from National contest):

- SkillsUSA official dress
- No heels over 2"

OBSERVERS ALLOWED IN ROOM DURING COMPETITION?

- No general observers but the team's advisor (only one adult) may be in the contest room at the time their team is competing. Advisor must remain quiet and must NOT have contact with their team from the time the contest starts until after the contest or their team may be subject to disqualification.

**SKILLSUSA MICHIGAN CHAMPIONSHIPS
ENTREPRENEURSHIP SKILLS BUSINESS PLAN
EVALUATION FORM**

Date _____ Judge _____ Team Name _____ No. of Members _____

CRITERIA FOR EVALUATING WRITTEN BUSINESS PLANS
Criteria are divided into 10 sections, each section being worth 50 points.
Total possible score on business plan: 500 points

RATING

BUSINESS PLAN LAYOUT: (50 points)

Title Page, Table of Contents, and Team Bio Sheet adhere to specifications
Letter of verification submitted
Overall quality of the business plan reflects neatness, clarity, and professionalism

BUSINESS CONCEPT & OVERVIEW: (50 points)

Appropriate name for the business; business entity is clearly described
Talents and skills of team members are clearly described
Good reasons and basis for starting the business are stated
Good understanding of customer needs the business will satisfy

GOALS & OBJECTIVES: (50 points)

Well-defined target market; appropriate and realistic goals for benefiting customers
Appropriate and realistic goals for benefiting the community and local economy
Appropriate and realistic goals for benefiting the business owners and employees

PRODUCTS TO BE OFFERED: (50 points)

Goods and/or services to be offered are clearly identified and described
Steps to produce each good or service are clearly defined
Estimate of costs to produce each good or service is appropriate
Prices set for goods and/or services will cover costs and are competitive
Sample order forms, bid forms, and/or contracts are provided

LEGAL STEPS: (50 points)

Form of ownership carefully selected and fully explained
Necessary permits and licenses fully researched and explained

MARKET ANALYSIS: (50 points)

Demographics of the target market researched and well-described
Informal survey provided information about needs and interests of potential customers
Strengths and weaknesses of 5 top competitors was analyzed and well-described

MARKETING PLAN: (50 points)

Plan clearly describes the location of the business in relation to potential customers
Physical setup of business facilities are clearly described
Marketing slogan and logo communicate the business concept well
Sample marketing and advertising materials are attractive and well-designed
Marketing and advertising messages are effective and well-worded
Appropriate and well-conceived plan for overcoming competition is described

FINANCIAL STATEMENT: (50 points)

Projected startup costs for the first month of business are realistic
Options for funding the business are researched and well-explained
Estimated monthly operating expenses are realistic
Monthly sales projections are realistic
Record-keeping system is appropriate and well-organized

MANAGEMENT & STAFFING: (50 points)

Job descriptions for each person in management are thorough and complete
Organizational flow chart is well-organized and easy to understand

FINAL BUSINESS PLAN RESULTS: (50 points)

Team presented an effective, well-organized and developed business plan
Team presented evidence they made appropriate use of research in developing their plans
Business plan reflects a feasible income-producing opportunity for team members
Business plan reflects an adequate financing plan for the business
Business plan reflects effective and realistic operational procedures for the business

COMMENTS:

TOTAL RATING ON WRITTEN BUSINESS PLAN: (500 points possible)

SKILLS-USA CHAMPIONSHIPS
ENTREPRENEURSHIP SKILLS BUSINESS PLAN PRESENTATION
EVALUATION FORM

Date _____ Judge _____ Team Name _____ No. of Members _____

CRITERIA FOR EVALUATING BUSINESS PLAN PRESENTATIONS
Total possible score on business plan presentation: 250 points

RATING

PRESENTATION CRITERIA: (possible 250 points)

Team was on time to begin, business-like, poised, and all equipment and visual aids in place

Each team member participated in the oral presentation

Team used visual aids appropriately and effectively

Team demonstrated enthusiasm and confidence in the business concept and products

Each team member demonstrated knowledge of how to write a business plan

Team presented evidence they made appropriate use of research in developing the plan

Team presented convincing evidence of a feasible income-producing opportunity

Team clearly described products and/or services to be sold through the business

Team presented evidence of an effective marketing plan to launch the business

Team presented evidence of an effective plan for managing the finances of the business

Team presented evidence of a realistic plan for ongoing operation of the business

Team concluded with a strong summary statement designed to enlist support for the startup of the business

Points Deducted (for not following requirements):

Team failed to follow stated clothing requirements (minus 1-3 points)

Team went over their allotted time limit more than 15 seconds (minus 1-3 points)

Team did not turn in requested copies of business plan and handouts (minus 1-3 points)

COMMENTS:

TOTAL RATING ON BUSINESS PLAN PRESENTATION: (250 points possible)

**SKILLS-USA CHAMPIONSHIPS
ENTREPRENEURSHIP SKILLS CHALLENGE PRESENTATION
EVALUATION FORM**

Date _____ Judge _____ Team Name _____ No. of Members _____

CRITERIA FOR EVALUATING CHALLENGE PRESENTATION
Total possible score on challenge presentation: 205 points

RATING

PROBLEM-SOLVING PRESENTATION CRITERIA: (possible 250 points)

Team was on time to begin, business-like, poised, and all equipment and visual aids in place

Each team member participated in the oral presentation

Team used appropriate visual aids during the presentation

Team demonstrated enthusiasm and confidence in the problem-solving solution they chose

Team members carefully evaluated possible issues related to the problem

Team members considered several alternative solutions to the problem

Team members clearly explained which solution they chose and why they felt it was best

Team clearly explained the outcome they expected from implementing the chosen solution

Team related their solution to the overall scope of the business as well as daily operations

Each team member demonstrated ability to apply business knowledge in problem solving

Team members worked well together and every member was an active participant

An appropriate knowledge of business management and operations was demonstrated

Points Deducted (for not following requirements):

Team failed to follow stated clothing requirements (minus 1-3 points)

Team went over their allotted time limit more than 15 seconds (minus 1-3 points)

COMMENTS:

TOTAL RATING ON CHALLENGE PRESENTATION: (250 points possible)

Team Penalty (if competing with less than the required number of team members) -100 points