



## Entrepreneurship

### 2023 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 2022-23 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**

**RATING**

**Criteria are divided into 10 sections, each section being worth 50 points.**

**Total possible score on business plan: 500 points**

**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**

**RATING**

**Total possible score on business plan presentation: 250 points**

**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*