

# Example Business Plan Competition Handbook

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## Table of Contents

### Business Plan Competition

Purpose	1
Cash Prizes	
Competition Timeline	
Teams	2

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### Submission of Business Plans and Videos

Business Plan Presentation Criteria	3
Video Submission Criteria	4
Additional Required Deliverables	
Application Link	5

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### Judging and Overall Evaluation

First Round, Semi-Finals & Finals	
Language Requirements	
Business Type Exclusions	6
Automatic Disqualifiers	7

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### Conclusion

# Business Plan Competition

## Purpose

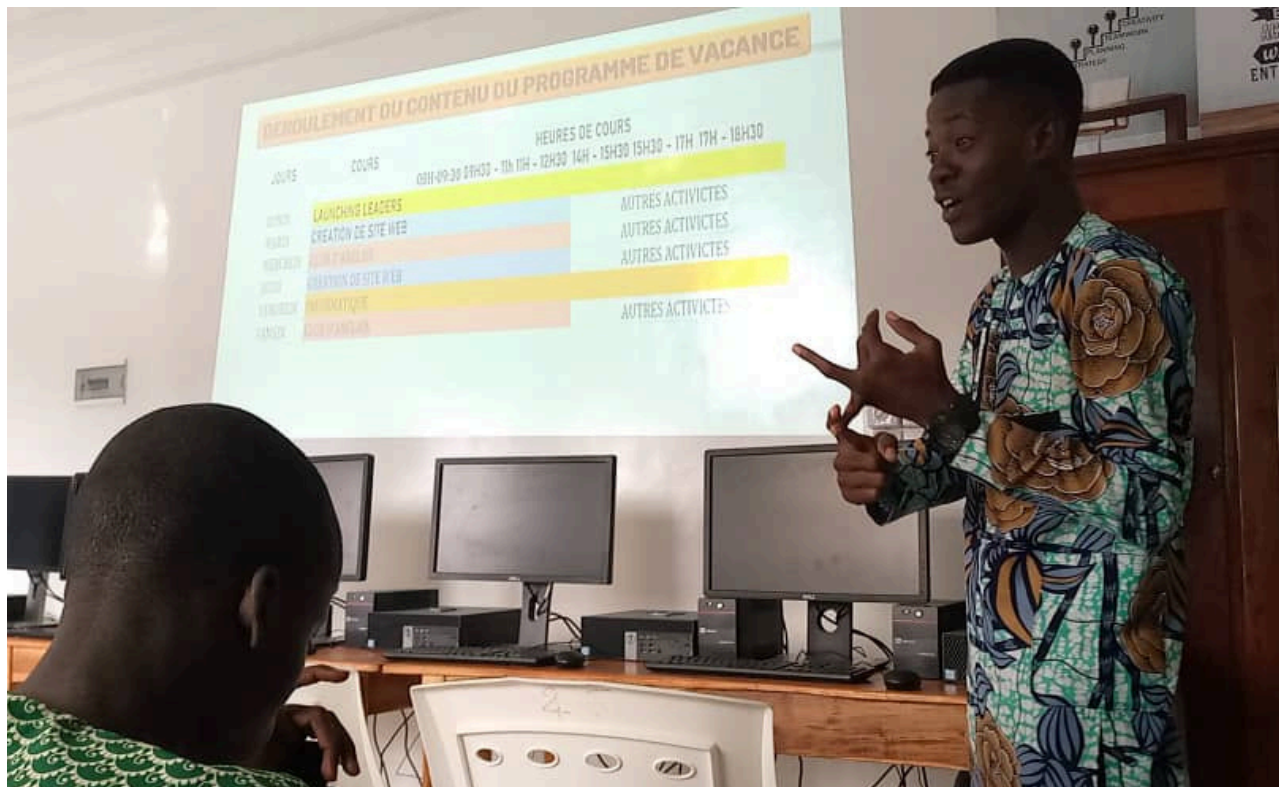
The BYU Management Society is a global network of professionals with the shared vision of “Growing Moral and Ethical Leadership around the World”. We are sponsored by Brigham Young University.

The mission of the Management Society is to help individuals further and enhance their career development. This is primarily accomplished through our four key pillars which are

- Leadership Development
- Professional Networking
- Career Mentoring
- Entrepreneurship Support

The objectives of the Business Plan Competition are to:

- Promote self-reliance and support existing businesses in the region.
- Enable in-country job creation.
- Help individuals develop leadership and management skills to lift themselves and their communities.



# Cash Prizes

1st Place: TBA

2nd Place: TBA

3rd Place: TBA

4th Place: TBA

5th Place: TBA

**Note:** Prize money will be awarded in installments. Finalists will need to submit personal information for prize distribution according to applicable country tax laws. **Finalists must have a business bank account that receives US Dollars, meet with designated mentors, and meet performance objectives to receive all award installments.** More details on these objectives and requirements will be discussed with finalists following the competition.

# Competition Timeline

**TBA:** Competition Opens

**TBA:** Business Plan Competition Workshop via Zoom.

**TBA:** Submission deadline for applications.

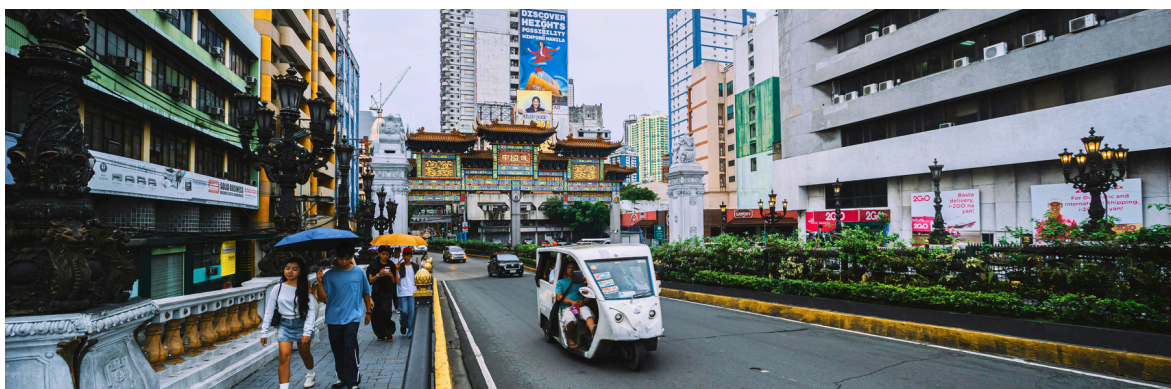
**TBA:** Semi-finalists announced.

**TBA:** Finalists announced.

**TBA:** Final round conducted remotely.

**TBA:** Winners announced live at a BYU Management Society Conference

*\*Timeline subject to change*



# Teams

Although teams are not required, an effective, well-rounded team can strengthen your venture and presentation. A successful team typically includes expertise in technology, marketing, finance, business, and entrepreneurship.

# Submission of Business Plans and Videos

Each contestant or team **must** submit:

- A Google Slides presentation slide deck (provided below).
- A YouTube video presentation showcasing the business plan.

Please note that failure to complete both submissions will result in disqualification. Additionally, any participant not using the approved websites for these submissions will be disqualified. The slide deck must be in Google Slides, and the video must be on YouTube.



## Business Plan Presentation Criteria

1. **Identify the Problem/Customer Pain Point:**
  - Clearly define the problem your product or service addresses.
  - Provide supporting data to validate the problem's existence and market need.
2. **Business Venture, Products, or Services:**
  - Explain how your product or service efficiently and cost-effectively resolves the problem.
  - Detail your business's cost structure, its value, and how it generates revenue.
3. **Market Size and Growth:**
  - Analyze **your** target market, customer needs, competition, and market trends. This should be done within your specific market. Do not analyze the world market or even the country market, rather analyze **your** local market.

- Identify your competitors' strengths/weaknesses.
  - Demonstrate your plans and potential to expand your business. Explain plans to mitigate risks to your business.
4. **Marketing and Sales Strategy:**
- Outline your customer acquisition strategy, pricing, promotion, and distribution channels.
5. **Financials**
- Provide past months' and years' profit and expense reports as well as financial forecasts, including sales projections, expenses, and risk factors.
  - Offer a detailed breakdown of your financials for the last year. This should include a month-by-month breakdown of revenue and expenses. Please include basic financial information (e.g. profit, expenses, and revenue) for the last three years, if available.
6. **Management Team:**
- Highlight the team's expertise, experience, and ability to adapt to market changes.
7. **Use of Prize Money:**
- Clearly list what you will use the prize money for and how much each item will cost. Detail how the items will contribute to the growth of your business.
  - Explain why you believe this business is a profitable venture.

## Video Submission Criteria:

- **Format:** Record yourself sharing your screen and narrating your presentation. You and your presentation need to be seen throughout the video. The participant's face and the slides must be visible while presenting the slides.
- **Duration:** The ideal length is around 5 minutes. Anything under 4 minutes or over 5 minutes 30 seconds will be deducted points. You do not need to read each slide.
- **Content Priority:** Focus on content, not production quality. Please include pictures of your business, employees, and customers. We place more value on the time and effort you spend to clearly present your business model than the creation of a well-produced video.
- **Submission:** Upload your video to YouTube and include the link in your Google slide deck. Ensure the video is publicly accessible.

**By submitting, participants agree that the BYU Management Society may retain, use, and reproduce all participant submissions in connection with its activities and for archival purposes.**

# Additional Required Deliverables

- **Business License/Proof of Registration:** The license must match the business name and the type of business.
- **Business Bank Account:** Please block or cover up sensitive information such as the account number and balance.
- **Pictures:** At the end of the slide deck, include pictures of your business, product, workspace, employees, etc.

**Failure to include any of the above deliverables may result in losing points or disqualification.**



## Application Link

To apply, please use the link below:

[Example](#)

Ensure that **all** submission materials are prepared before completing the application. Only one application may be submitted. If there are submission issues, please email us at: [management\\_society@byu.edu](mailto:management_society@byu.edu)

## Important Links

[Google Slides Template will be provided here](#)

[Submission Instructions for Slides and Video will be provided here](#)

# Judging & Overall Evaluation

## First Round Review

All submissions are evaluated in the first round. Submissions must meet a minimum score to advance to the semi-finals. To give yourself the best chance of advancing, please follow the Business Plan Criteria stated above.

## Semi-Finals

Judging Criteria:

- **Business Plan:** 80%
- **Video Presentation:** 20%

## Finals

Judging Criteria:

- **Business Plan:** 80%
- **Live Q&A:** 20%

The final presentation will be a Q&A session. Teams must be able to demonstrate a deep understanding of their business, potential issues, and potential opportunities. Teams should assign one team member as the main presenter. The presentation must be in English. If language interpretation of the business plan is required, the team will be responsible for arranging its own interpreters.

## Language Requirements

All submissions and presentations **must** be in English.

## Business Type Exclusions

The BYUMS Business Plan Competition is focused specifically on legitimate, entrepreneurial business ventures. For that reason, the following ventures are excluded from the competition:

- Multi-level marketing
- Network marketing
- Pyramid schemes

- Get-rich programs
- Buyouts
- Real-estate syndications
- Tax shelters
- Franchises of any sort
- Licensing agreements for distribution in different regions

## Automatic Disqualifiers

Any business not meeting the following requirements will be eliminated from the competition.

- Any slide deck not sent via Google Slides.
- Any videos not sent from YouTube. Additionally, the videos must be full videos, not shorts.
- The participant's face must be visible in the video while presenting the slides. If either the slides or the participant cannot be seen, the participant will be disqualified.
- AI is a powerful tool and can be helpful in your work. However, it should only be used to assist you, and not to generate content.
  - You may use AI to check your grammar, spelling, or clarity in writing.
  - You may also use AI to research.
  - AI **cannot** be used to write your business plan, create your video, or make slides or presentations for you.
  - If most of the work is created by AI instead of by you and your team, your entry will be disqualified.
- Any business type from the list mentioned above is not permitted within the scope of the competition.

## Conclusion

Thank you for all the work you do to support your local communities. We wish you the best as you compete in the Business Plan Competition.

### BYU Management Society Partners

