



START-UP BUSINESS PLAN

Start-Up Business Plan **ESB**

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The **Start-Up Business Plan** involves the development of a proposal to form a business. Any type of business may be used.

Participants in the Start-Up Business Plan will:

- prepare a business plan proposal pitch deck
- present the proposal as a pitch to a potential source of capital in a role-playing interview

ENTREPRENEURSHIP

EVENT OVERVIEW

- This event consists of the **business plan proposal pitch deck** describing a business the participants want to develop and the **oral presentation**.
- Each event entry will be composed of **one to three members** of a DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The pitch deck must be limited to **20 slides**, including the appendix (if an appendix is attached).
- The **Prepared Event Statement of Assurances and Academic Integrity** must be signed and submitted as a separate document with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- For the presentation, the participants are to assume the role of entrepreneurs. The judge will assume the role of a potential source of capital for the business and will evaluate the presentation, focusing on the content and effectiveness of the presentation technique.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Collaboration**
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**
Demonstrates a creative and innovative mindset.
- **Technology**
Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

PITCH DECK GUIDELINES

The pitch deck must follow these specifications. Refer also to the Penalty Point Checklist and the Presentation Evaluation Form.

PREPARED EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted as a separate document with the entry. Do **not** include it in the page numbering.

COVER SLIDE. The first slide of the pitch deck is the cover slide. The first slide does not need to be numbered “1” but all following slides are numbered in sequence.

TITLE SLIDE. It should be numbered “2,” and it must include in any order, but is not limited to, the following:

START-UP BUSINESS PLAN

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

TABLE OF CONTENTS. The table of contents should follow the title slide. The table of contents may be single-spaced and must only be one slide. It should be numbered “3.”

BODY OF THE PITCH DECK. The body of the pitch deck begins with Section I, Overview, and continues in the sequence outlined here. The first slide of the body is numbered “4” and all following slides are numbered in sequence. Slide numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. OVERVIEW & BUSINESS CONCEPT

One-slide summary of the business concept and business model. What value does it intend to create by addressing a defined market need?

II. PROBLEM & BUSINESS OPPORTUNITY

What problem(s) or unmet need(s) does the business seek to solve, and why do they matter?

What are the root causes, scope, urgency, and market relevance of this opportunity?

III. CUSTOMER SEGMENTS & CHANNELS

Who are the target customers, and what are their key needs, behaviors, and challenges? Through what channels will the business reach, acquire, and serve these customers, and why are these channels strategically appropriate?

IV. UNIQUE VALUE PROPOSITION & COMPETITIVE ADVANTAGE

What is the single, clear, and differentiated value proposition? Why is this product or service innovative, and what makes it difficult for competitors to easily copy or replace? How does it create a lasting advantage in the market?

V. SOLUTION

What are the key features of the product or service, and how do they directly address the identified problem(s)? How does the solution demonstrate that the idea is realistic and can succeed in the market?

VI. REVENUE & KEY METRICS

How will the business generate revenue, and what will it cost to run? Include general pricing (such as price ranges or examples), main expenses, and key metrics that will be used to track performance and profitability over time.

VII. CONCLUSION & FINANCIAL REQUEST

What are the key takeaways regarding the feasibility and potential impact of the business venture? What financial support is being requested, and how is that request justified based on data, assumptions, or informed judgment?

VIII. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the pitch deck.

IX. APPENDIX

An appendix is optional. If additional material is appended, all slides must be numbered as noted previously. Include in an appendix any exhibits appropriate to the pitch deck, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.



1-3 PARTICIPANTS



20 SLIDE
PITCH DECK



PRESENT PLAN



15 MINUTES
INTERVIEW TIME

PENALTY POINT CHECKLIST

In addition to the Pitch Deck Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES

- The participants are to assume the role of entrepreneurs. The judge is to assume the role of a potential source of capital for the business.
- The participants will present the business plan proposal to the judge in a 15-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the pitch deck or note cards pertaining to the proposal and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the proposal.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants are to assume the role of entrepreneurs. You are to assume the role of a potential source of capital for the business.

Participants will make a 15-minute presentation to you. You may refer to the pitch deck, or to notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the pitch deck itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



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PRESENTATION EVALUATION FORM

PRESENTATION CONTENT	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. Business Concept & Solution Clearly explains the business concept, how it works, and how its key features address a defined market need, providing evidence that the idea is realistic and has the potential to succeed.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
2. Problem & Business Opportunity Clearly explains the problem or unmet need, why it matters, and what is causing it, showing an understanding of its size, urgency, and relevance in the market.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
3. Customer Segments & Channels Explains the target customers, their needs and behaviors, and how the business will reach and serve them, showing why the solution is a good fit for those customers.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
4. Unique Value Proposition & Competitive Advantage Articulates a clear and focused value proposition that explains what makes the product or service different and why it matters, using specific examples or comparisons to existing options, and explains what makes it difficult for competitors to copy.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
5. Financial Plan & Request Analyzes how the business generates revenue, applies pricing models, anticipates expenses, identifies key performance metrics, and presents a clear financial request supported by evidence from the presentation.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	

PRESENTATION TECHNIQUE	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
6. Organization Information is presented in a logical sequence that can be easily followed and understood.	0-1	2-3	4	5	
7. Persuasion Presents a persuasive case that the business plan is worth pursuing, using clear reasoning and a logical structure.	0-1	2-3	4	5	
8. Delivery Presentation engages the audience through interactive techniques (e.g., visual storytelling, etc.).	0-1	2-3	4	5	
9. Presentation Design Visual aids and themes are used throughout and are appropriate, professional, and add value to the presentation.	0-1	2-3	4	5	
10. Overall Impression Demonstrates overall career readiness through professionalism, poise and confidence.	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (100)	
PRESENTATION (100)	
LESS PENALTY POINTS	
TOTAL SCORE	