**CELEBRATING THE ENTREPRENEURIAL SPIRIT OF SAINT LEO**

**THE 2020 BUSINESS PLAN COMPETITION IS OPEN FOR BUSINESS**



*ARE YOU SURE YOU HAVE THAT BILLION DOLLAR IDEA?*

*KNOW YOU ARE BETTER THAN THOSE PEOPLE ON SHARK TANK?*

*WANT TO GET REAL FEEDBACK FROM SUCCESSFUL BUSINESS PROS?*

***WIN CASH PRIZES?***

***THEN NOW’S THE TIME TO PROVE IT IN THE LION’S DEN!***



The faculty and students of the Seventh Annual Business Week Team are pleased to announce that the **2020 Business Week Competition** is now accepting applications to compete on Thursday, March 26 in THE LION’S DEN

**OVERVIEW AND GUIDELINES**

The Competition will be held on **March 26, 2020** in TECO Hall in the D.R. Tapia School of Business. Time to be announced, but will be in the afternoon.

The Competition is open to any major and to any undergraduate class level. **Non-business majors are encouraged to apply.**

**Campus, Center and Online** students are eligible to compete. Those competitors at Centers or Online not able to attend in person will present via remote technology.

Competitors must be enrolled in at least one class and be in good academic standing with the University.

Teams are limited to no more than four members.

Entries may be for any product or service category providing the product or service is currently legal under U.S. and Florida law and is not in conflict with Saint Leo’s Core Values.

Your plan MUST be for an original, new **for-profit** enterprise. Non-profits, franchises, extensions of current businesses and buyouts will not be considered.

There is no limit on the number of entries the Business Week faculty will evaluate. **ONLY** **the top SIX (6) plans will compete for prizes.**

Prizes will include Cash Awards, plaques and letters from University Leadership.

**KEY DATES AND SUBMITTING YOUR PLANS**

February 27: Executive Summary due (see below)

March 10: Finalists notified

March 17: Completed written plans due from Finalists

March 26: Competition

Submit your Executive Summary ONLY by February 27 to competition@saintleo.edu

**HOW TO ENTER**

Entering your idea is easy and does not require a lot of business expertise. To enter you and your team must submit an **Executive Summary** of your plan by **February 27, 2020**. Your summary can be a maximum of TWO pages plus a cover page.

Your Cover Page should include:

The name of your proposed product or service

The names, majors and class year of your team members

**WHAT’S AN EXECUTIVE SUMMARY**

An Executive Summary is exactly what it sounds like – it summarizes your business idea and the major parts of what would be a full-scale business plan. Imagine that you are submitting your business plan to a very busy investor who only has a few minutes to read about your idea. Your Executive Summary helps that investor understand your business idea and plan.

Your summary will vary depending on your specific project, but here is a typical outline:

P1: A catchy, but professional opening to grab your reader’s attention.

P2: A summary of your idea.

P3: A description of your product or service – make sure you are very clear about what you are proposing. Include the price you will charge where appropriate.

P4: A summary of your competition.

P5: A description of any logistics or special technology your product or service requires.

P6: How you will market and advertise your product or service.

P7: Describe the social, environmental or cultural value your product or service offers (see below).

P8: A short closing

Check out these sites for some help:

https://writingcenter.ashford.edu/writing-executive-summary

<https://www.youtube.com/watch?v=R9zRapFoHV0>

*Formatting:*

* Cover page as described above
* All submissions must be in MS Word
* Single-spaced, 12 pt. Times New Roman
* 1” margins all around
* Filename must be formatted:
  + the student ID number of the team lead\_date submitted\_a 2-3 word identification
  + for example: 1234567\_Feb 15\_plasticbottlewizard

**VALUE CENTERED ENTERPRISE**

*YOUR POSITIVE IMPACT ON SOCIETY WILL BE 20% OF YOUR EVALUATION*

*A value-centered enterprise is one in which the firm is not only profitable, viable in the long term and offers investors a return-on-investment but also addresses some societal need in a positive manner.*

In keeping with Saint Leo’s traditions and Core Values, your business plan must not only be a viable business but must also demonstrate a contribution to addressing some societal or environmental need. This might include addressing healthcare needs or accessibility, supporting underserved members of society, contributing to solving environmental concerns or sustainability. An example would be a new and more efficient, yet profitable, method for replacing plastic straws.

**WHAT HAPPENS NEXT?**

The judges will evaluate all the Executive Summaries. The best SIX will advance to the Pitch Competition to be held on Thursday, March 26 2020. The teams selected to advance will be notified by email no later than March 10. Finalists will submit their complete business plans to the judges.

Each team will have eight (8) minutes to present their business plan, followed by up to seven (7) minutes of Q&A from the judges.

The top three teams will be announced at the Awards and Networking Dinner immediately following the pitch competition and awarded their prizes.

**EXECUTIVE SUMMARY RUBRIC**

**The rubric below will be used to evaluate your Executive Summary**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Superior -- 5** | **Advanced -- 4** | **Proficient -- 3** | **Basic - 2** | **Unacceptable - 1** |
| **EXECUTIVE SUMMARY**  **CONTENT**  Comprehensively covers the main parts of the plan. Key elements of the plan are clear, compelling and sufficiently detailed to allow evaluation. |  |  |  |  |  |
| **BUSINESS CASE**  The business case is viable and fulfills a market need. Potential for profitable and sustainable business model is clear and investment potential is supported. |  |  |  |  |  |
| **VALUE CENTRIC PLAN**  The Executive Summary addresses the plan’s contribution to society and/or environmental welfare. Contribution is clear and the benefit plausible. |  |  |  |  |  |
| **ORGANIZATION**  Executive Summary is well organized and key elements can be clearly identified. Transitions are clear and follow a logical path. |  |  |  |  |  |
| **WRITING AND STYLE**  Executive Summary is well written and free from errors. Style is business-like and professional in voice and tone. |  |  |  |  |  |

**SAMPLE EXECUTIVE SUMMARY**

**SIP-SAFE**

**EXECUTIVE SUMMARY**

**SAINT LEO UNIVERSITY**

*NOTE: This Executive Summary was used at last year’s competition and again at Texas Christian University’s international competition.*

Each year approximately 2.2 million students enter our colleges and universities, most as freshmen with little experience in guarding their safety as they enter a new social environment for which they may be poorly prepared. The sad reality that we live in today is the fact that going out and having drinks with their friends, regardless of the legality of their age, is not guaranteed to end in a good night out. In their lifetime, 18 percent of women and 1.4 percent of men will experience the tragedy of date rape and most of these victims fall between the ages of 18 and 24. With Sip-Safe we hope to eliminate those statistics. While we seek to build a profitable enterprise, much like our culture at Saint Leo University, our firm is based on doing well while doing good and contributing to a “no means no” campus life.

Sip-Safe is a silicone rubber cup cover that incorporates a one-way valve preventing the use of date rape drugs in nightlife scenes. The cap, and its one-way valve design, prevent the entry of drugs into the protected cup or can. Sip-Safe plans to make their cover sizes range from Solo cups to common bar glasses, and all the way down to a standard twelve-ounce can. With a cup or a can that is 100 percent covered and sealed, students and other young vulnerable consumers will be able to enjoy their night out with friends while keeping a little peace of mind that they are protected. The product employs existing technology, is easily and inexpensively manufactured and therefore requires little in development to be ready to launch.

With over 75 million U.S. residents that are included in the 18-24 age demographic, we have a very large target market. We believe that this age group would get the most benefit out of this product as they are moving into their “going out” years. We plan to partner with different colleges and universities throughout the United States to custom brand our products with university logos and school colors. The caps could then be given as handouts from the health center, counseling services, or even the university promoting safety and a stance against date rape in the college culture.

Outsourcing manufacturing to China will result in our product costing less than $.50 delivered from the factory to our door. Being this inexpensive we will be able to sell large orders to universities for $1.50 and individually to customers for $4.00. With 75 million customers and a minimum of a 150% mark up, Sip-Safe is not only creating a huge difference but promising healthy profit margins and long-term growth for both the firm’s founders and investors.

We envision two initial marketing channels. Our primary target market is universities with large traditional student populations. These universities are sensitive to the social problem our product addresses and have budgets allowing the purchase of an inexpensive branded giveaways. Our secondary market remains targeted at college-age students, but shifts to a direct to consumer model focusing on parents and grandparents that would purchase the product online or at retailers. Lesser markets include bars and resorts.

Our launch strategy is to introduce the product at our own school, Saint Leo University. Our existing relationships with student affairs and admissions provide us a path to pilot the product and test the supply chain, marketing communications, sales strategy as well as consumer acceptance. Our hard launch will focus on the four large state universities in Florida.

Enhancing what we believe to be a simple and profitable business model, Sip-Safe seeks to address a social and health issue ubiquitous to campuses and communities across North America. Beyond the direct social impact of the product itself, our firm will use a portion of our profits to provide sexual abuse and rape crisis centers across the U.S. free product that can be used for fundraising and awareness campaigns.

Sip-Safe epitomizes the best of American entrepreneurialism, the spirit of the Ventures and Values competition and the values we hold at Saint Leo University by providing a product that not only creates jobs and profits, but addresses a need in communities and universities.