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**Startup Star**

**Business Plan Competition**

*A business plan competition for aspiring entrepreneurs*

Name:

Address:

Email:

Primary Phone:

RCBC Student ID (credit or non-credit):

Please enter the contest in one of the following categories (please only choose one even if you fall into more than one group):

| ☐ | RCBC Student |
| --- | --- |
| ☐ | High School Student |
| ☐ | Aspiring community entrepreneur |
| ☐ | RCBC Alumni |
|  |  |

**An executive summary of your business plan MUST include the items that are outlined on the next page. The executive summary, starting with the OVERVIEW section *may not exceed four (4) 8 ½ x 11 typewritten pages* *with 12 point font.***

**All business plan summaries must be submitted no later than 11:59 p.m. on Monday, August 1, 2022.**

**Business Plan Executive Summary**

(Delete the item descriptions when submitting your final copy.)

**Business Overview/ Summary:** *Provide an overview about your business idea, product, concept, or service, etc. Discuss your business mission and goals.* (*Delete this description before submitting your plan)*

**Value Proposition:** *What makes your business idea, product, concept or service novel (i.e.; makes it better than any other business). Explain the competitive advantages that you believe will make your business a success such as your location, expert personnel, unique product, efficient operations, or ability to bring value to your customers. This should not be a price or dollar amount. Describe your service or product by emphasizing the benefits to potential and current customers. Focus on why your particular product will fill a need for your target customers.*  (*Delete this description before submitting your plan)*

**Industry Analysis**: *Describe your industry. Are there trends and specific characteristics? List your major customer groups, what do your customers buy, eat, and look like; what is their education and income?* (*Delete this description before submitting your plan)*

**Competition:** *Who are your competitors? What market share do they have? Even if there are no “direct” competitors, there will always be some that are close.* (*Delete this description before submitting your plan)*

**Marketing Strategies:** *How will you get your product into the marketplace? How are you going to reach your customers? Consider non-conventional (social media) methods that are cheaper than traditional marketing strategies (TV, radio, and print advertising) and may have higher impact. Include a combination of tactics, which may include: promotions, advertising, public relations (attending networking events to establish public relations)**, personal selling, and printed materials such as brochures, catalogs, flyers, etc.* (*Delete this description before submitting your plan)*

**Distribution Channel:** *How will you get your product/service to the intended market?* *Choices for distribution channels could include original equipment manufacturers (OEMs), an internal sales force, distributors, or retailers.*  (*Delete this description before submitting your plan)*

**Barriers to Entry:** *What will stop you from entering the desired market place (i.e. regulations, monopoly, high investment cost, changing technology, syndication)? In addition, how will you set up your own barriers to entry for other potential entrants into the marketplace?*  (*Delete this description before submitting your plan)*

**Financial:** *Do you have any plans for financing your business? If so, please describe. Provide a brief financial forecast for year one in paragraph format in addition to providing a breakdown of projected income and expenses using the provided income statement sheet. Your written description should explain how you chose the numbers in your income statement.* (*Delete this description before submitting your plan)*

**Team Summary:** *Often this can be the most important part of your business plan as investors want to see who else believes in the idea and the experience of your team in the various areas. Who does what in your business? What is their background and why are you bringing them into the business as board members or employees? What are they responsible for? Please list the names of all your team members and their relevant experiences. Also, include the names of those serving on your advisory board (if you have an advisory board).* (*Delete this description before submitting your plan)*

**Optional Comments:**  *Please feel free to include any other relevant information (you must stay within the four-page limit).* (*Delete this description before submitting your plan)*