

#LEADLIKEAGIRL

BUSINESS FAIR

Official Proposal Submission Requirements

Student Requirements

In order to compete in the Business Fair, each student team must:

- Submit a proposal before January 6, 2020
- Submit all materials for the Business Fair before Sunday, March 13, 2020
 - Materials can be submitted to Alica Testa at atesta@stuartschool.org, or delivered to Alicia Testa at Stuart Country Day School, 1200 Stuart Rd. Princeton, NJ 08540
- Send at least one student to present at the competition on Saturday, April 4, 2020.

Restrictions

On the day of the conference, students will be given floor space to set up a static presentation and material either as a trifold or poster presentation. Students will also be given 5-8 minutes to present their pitch of the developed good or service to a panel of entrepreneurs and venture capitalists. Conference attendees will be allowed into the venue to view the projects.

Each business plan must meet the following requirements:

- Each plan may have up to two student contributors
- Each product must be demonstrably unique: It cannot be said that the good or service already exists (unique variations on current products are acceptable).
- Each product must be realistically executable. It is not required that the students have access to the means and knowledge to execute the business plan, but the product may not require an unrealistic technology, violate any laws or governmental regulations, etc.
- No project may directly reference the project of another student.
- No project may have guest speakers
- No project may have giveaways that cannot be considered a demonstration of the product itself.
- No project may have music or audio that is not approved before the competition.

Project Requirements

Each business plan must include, and will be judged on, the following items:

1. Executive Summary

Your executive summary is a single page that delivers a quick, clean summary of your entire business plan. The intent is that a passerby will be able to discern the general strategy behind your entire product in one page or less. Your executive summary should include:

- Mission Statement - A description of your business and its goals.
- Product - A description of your product and its purpose.
- Financial Highlights - A short and sweet summary of your financial plan.
- Investment Information - How much you are asking from potential investors, and what you are offering in return.

2. Market Research

Your product exists in a certain industry sector, and targets a definable client base. Your market research content should utilize research, statistics, and other information about your industry and clientele to justify the creation

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and sale of your product. In your business plan and presentation, this research may include articles, essays, infographics, charts, and your own personal analysis to address any or all of the following, and more:

- Why is your product possible here and now?
- Why will people spend money on your product?
- How is your product unique?
- What market or audience has become available for your product?
- Why does your product have a sustainable future?

You may also conduct your own research in the development of your product. The results of product testing, beta users, customer surveys, and other experimentation provide you and your potential investors with valuable information.

3. Product Design

The heart of your entrepreneurial spirit, your product design is the idealistic description of what your business actually provides or creates. This can take on a wide range of formats depending on the details of your specific good or service, including any or all of the following, and more:

- Your product's name
- Your product's origin story
- A description of your product's purpose and appeal
- Your target audience
- A description of your potential competition (in the market, not in the Business Fair), and your product's superiority
- A prototype or demonstration of your product
- Client testimonials

4. Financial Plan

Your financials will be comprised primarily of three types of business costs, which will come together in a final breakeven analysis.

1. Startup Costs - How much money will it take to purchase all of the one-time purchases that are required to begin making/providing your product?
2. Fixed Costs - On a monthly and annual basis, what recurring costs will your business incur, regardless of sales?
3. Variable Costs - On a per-sale basis, what will it cost your business to provide the consumable materials required for a single purchase of your good or service?

Once these costs are determined and categorized, they should be condensed into a breakeven analysis made available to your potential investors. Your breakeven analysis should provide:

- Sale price
- Gross profit per customer
- Gross profit margin
- Number of sales required to meet monthly fixed costs

5. Dividend Distributions/Investor Incentives

This is what your investors are here to see. In the end, all that matters to your potential venture capitalists is what they expect to get in return for their investment in your business. After you consider your likely monthly and/or annual financials, and consider your required startup costs, you must decide what to do with your business' profits. You may divide your profits in any way that you wish, but your potential investors may ask for a share. In your presentation and your business plan, you must clearly specify:

- How much venture capital you are seeking
- What your investors will receive

6. Presentational Execution

At the #LEADLIKEAGIRL conference you will be given a table and floor space to set up and present your business plan to passing judges and audience members. In addition to your submitted materials, you must also be able to pitch your product and your business plan with clarity and confidence. A portion of your evaluation for the Business Fair will be determined by your ability to clearly describe and pitch your product, explain your business plan, and answer any questions posed by the judges.