



A Sempra Energy utility

The Gas Company Challenge For Student Entrepreneurs

March 10, 2011
Visalia Convention Center

8:00 a.m. - 2:00 p.m.

This year The Entrepreneur Challenge will be linked to the Tulare County Entrepreneur of the Year awards. All student presentation teams reaching the finals will present their ideas to more than 150 business and community partners. The competition, as always, is designed to engage young business minds from high schools in Kings, Tulare and Southern Fresno counties.

In order to streamline event judging and highlight the ideas of as many students as possible, this year's Challenge will have three distinct Challenge competitions. Teams and/or individuals are eligible to compete in one or more competitions (presentations are only open to teams of students).

• **Presentation Challenge (see rubric attached)**

These competitions will include entrepreneurial-based presentations from teams of two or more students.

Presentations will showcase unique business ideas that incorporate Central Valley solutions or opportunities.

No more than two (2) teams per school may participate. Teams must include two or more students.

Each presentation will be no more than 10 minutes in duration. Points will be deducted for presentations that exceed the time limit.

Teams must submit presentation summary (two-page maximum) to the judges prior to presentation.

LCD projection units and sound equipment will be provided. Teams are to provide laptop and software as necessary.

• **Business Plan Challenge (see rubric attached)**

Up to six business plans may be submitted per school.

Individual students or teams competing in the business plan competition should follow attached rubric. Variations in style will be accepted.

Business plans shall be submitted electronically to randyvw@tcoe.org no later than February 25, 2011.

Business plans may be submitted by teams or individuals.

• **Student Exhibit Challenge (based on popular vote)**

Student teams and individuals may present a business exhibit. Exhibits will be restricted to 6' table top formats. Tables and matching skirting will be available for each registered exhibitor. Exhibits shall include:

- A. Summary of business idea (include charts and/or graphs if applicable in this section)
- B. Equipment and/or display materials – please indicate on registration special needs (electricity, etc.)
- C. Photographs/drawings/models
- D. Business Plan/Presentation excerpts

Exhibits may be registered by teams of students or individuals.

Up to four exhibits may be registered per school.

2011 Challenge Presentation Rubric

Performance Element	8-10	5-7	2-4	0-1	Possible	Actual
Awareness of Audience	Significantly increases audience understanding and knowledge of topic or idea; Effectively convinces audience to recognize the validity of idea.	Raises audience understanding and knowledge; Clear point of view, but development or support is inconclusive and incomplete.	Communicates understanding and knowledge; Point of view may be clear, but lacks development or support.	Fails to increase audience understanding; Fails to effectively convince the audience.	10	
Strength of Material, Organization	Clear purpose and subject; Pertinent examples, facts, and/or statistics; Conclusions/ideas are supported by evidence; Major ideas summarized and audience left with full understanding of presenter's position.	Has some success defining purpose and subject; Some examples, facts, and/or statistics support the subject; Includes some data or evidence which supports conclusions or ideas; May need to refine summary or final idea.	Attempts to define purpose and subject; Weak examples, facts, and/or statistics, which do not adequately support the subject; Includes very thin data or evidence in support of ideas or conclusions; Major ideas may need to be summarized or audience is left with vague idea to remember.	Subject and purpose are not clearly defined; Very weak or no support of subject through use of examples, facts, and/or statistics; Totally insufficient support for ideas or conclusions. Major ideas left unclear; audience left with no new ideas.	10	
Delivery	Relaxed, self-confident and appropriately dressed for purpose or audience; Builds trust and holds attention by direct eye contact with all parts of audience; Fluctuation in volume and inflection help to maintain audience interest and emphasize key points.	Quick recovery from minor mistakes; Appropriately dressed; Fairly consistent use of direct eye contact with audience; Satisfactory variation of volume and inflection.	Some tension or indifference apparent and possible inappropriate dress for purpose or audience; Occasional but unsustained eye contact with audience; Uneven volume with little or no inflection.	Nervous tension obvious and/or inappropriately dressed for purpose or audience; No effort to make eye contact with audience; Low volume and/or monotonous tone cause audience to disengage.	10	
Content Check-off	<p>Innovation: Up to 10 points can be deducted or awarded in this section for exceptional innovation, information or missing content</p> <p>Content shall include: Overview Industry summary Operation summary Market summary Financial Key Personnel/Staff Resources and Research</p>					

2011 Challenge Business Plan Rubric

	Good	Very Good	Exceptional	Total
Title/Cover Page (10 points)	The title page includes the team name, business or project name and date	The names, schools and addresses of school or business are listed	Title page includes image(s) of team members, product or process, or other appropriate images.	
Table of Contents (5 points)	Sections listed	Page numbers are accurate	Page numbers with major areas and sections	
1.0 Executive Summary (15 points)	Presents the business opportunity, product or process and the potential for the product or process.	Plan clearly states how the team's idea is innovative	Business plan includes a brief summary of the relationship between the business idea and Governor's Partnership for the San Joaquin Valley.	
2.0 Industry Analysis (15 points)	Gives a brief history of the industry.	Describes major trends that could impact this industry in the near future.	Describes how major trends and information helped identify immediate opportunity.	
3.0 Operation Analysis (15 points)	Introductory paragraph about the product or process. Provides a general narrative explanation of how this product or process works.	Product or process drawings and descriptions included. Describes what is innovative about the product or process.	Includes detailed original product or process drawings. Discusses any technologies that make these features possible.	
4.0 Market Analysis (15 points)	Market Analysis describes the team's customers and answers: Who are they? Individuals? Businesses? Government Agencies?	In addition, Market Analysis addresses how customers are currently solving problems related to the proposed solution.	In addition, Market Analysis quantifies the demand for the product or process. May use existing market data or original data. Estimates the size of the market.	
5.0 Financial (15 points)	Addresses Financial Feasibility: What will the product or process cost customers?	Addresses Financial Feasibility: What will the product or process cost to produce? Does plan include budget projections?	Addresses Financial Feasibility Does plan include multi-year budget projections?	
6.0 Key Personnel/Staff (5 points)	This section introduces key staff.	Discuss individual contribution to the proposed business plan and maintaining team communications.	Identify individual members, specific duties and contribution to plan	
7.0 Bibliography/Resources (5 points)	The narrative mentions which ideas, concepts, research, and innovations belong to others and which ideas belong to the team.	Narrative includes people as references, and acknowledges any academic, business or other connections.	Resources are included as special section with formal bibliography.	
Total 100				

Reader: _____
Name

In coordination with