

SMALL BUSINESS INSTITUTE® PROJECT OF THE YEAR

**Chuck McDowell Business Plan Competition**

**POY Category**

2022/2023 Guideline Awarded at 2023 Annual Conference

SMALL BUSINESS INSTITUTE®

**2022/2023 Guidelines**

The Small Business Institute® (SBI) is the premier professional association of small business/entrepreneurship educators and researchers involved in student analysis projects. Its mission is to strengthen the small business/entrepreneurship sector of the free enterprise system. SBI enhances and improves entrepreneurship education through an extensive network of Small Business Institutes® at colleges and universities (SBI Universities) throughout the United States and internationally.

This competition is open to all universities, both SBI and non-SBI.

We are excited to announce the first business plan competition held by SBI. Thank you to our sponsor, Chuck McDowell. Without his generous support we would not be able to award cash prizes for the top three awards. Top 3 places will receive cash prizes: $5,000 for first, $3,000 for second, and $2,000 for third.

Student Projects

SBI encourages its members and other college and university faculty to involve students in practical consulting projects. Consulting projects serve clients who own or operate local small businesses.

Supervised by faculty, these projects provide students opportunities to help make lasting improvements in their clients' business operations. As a result, students learn about business, gain a sense of achievement, and earn respect. The purpose of the Chuck McDowell Business Plan Competition is to recognize outstanding student work in business plan development at any university.

Requirements to Compete

Any college or university conducting business plan development projects may enter their projects in this competition, subject to the following limitation: The work of the students submitted must be their own work without assistance from anyone except the supervising professor. The faculty lead must attend the conference in order for the student team to receive an award.

**Chuck McDowell Business Plan Competition**: is the business plan consulting methodology in which a business plan is prepared for the business client (third party) by the students. This category does include business plans completed by students as part owners of the business. Top 3 will present at the conference for determining of final position. Separate writeup will be provided to these teams. Graduate/Undergraduate submissions are combined in this category. $10,000 in prizes. Up to 2 submissions per university.

Competition Period

The competition period covers the period from January thru December 2022 for the current year of the entry deadline date.

Entry Deadline

The entry deadline for the SBI Chuck McDowell Business Plan Competition is February 1, 2023. To qualify, the entry must be submitted to the SBI conference management system on or before this date. In fairness, no exceptions will be made.

Entry Fee

Entry Fee is $125 for two (2) entries per Faculty Lead (Faculty listed as leading the Experiential Team) (In addition -­ SBI membership for remainder of year provided for Faculty Lead)

SBI Members in Good Standing at the time of submission (as Project Faculty Lead) are allowed two (2) entries at NO FEE.

Schools may submit a maximum of 4 entries.

Entry Specifications

By submitting to the Chuck McDowell Business Plan competition, The Project Faculty Lead or SBI member agrees to act as a judge for 3 other entries as assigned by the VP for POY. This person will be notified through email with a link to the judging form and the project for review will be attached. Failure to review could mean your submission is withdrawn. The review must be completed within *2 weeks* of delivery.

**Business Plan Competition**:Submitting to the Chuck McDowell Business Plan competition is a five­step process. All entries must include a business plan and video.

Students will upload their business plan and presentations to the Google Form submission for the competition. Note, you will need to have a google account to upload files.

**Step 1:** Save our Business Plan as a PDF.

Business Plans must follow the outline described below.

* The Title/Cover Page and Table of Contents (Does not count as part of the 10 business plan pages.)
* Title/Cover Page (Does not count toward the 10 business plan pages)
* Table of Contents (Does not count toward the 10 business plan pages)
* Executive Summary (Revised after initial submission)
* Business Mission and Vision
* Business Description
* Market Analysis
* Description of Products & Services
* Organization & Management
* Marketing & Sales Strategy
* Financials (Must have at least a detailed 5-year projected cash flow with annual income statements and balance sheets)
* Appendices (Up to 10 pages of appendices)

Scoring Criteria

* Quality of the Idea 20%
* Viability and Scalability of Model/Strategy 20%
* Market Attractiveness and Exit Potential 20%
* Quality of Written Work 10%
* Financial Projections 10%
* Investor Interest Level 20%

**Step 2:** Record a 7-minute video summarizing your business plan. There are various methods for recording a video:

**Method One**: **Make a reservation at your university recording Studio.**

**Method Two**: **Record a video on Zoom**. <https://blog.smu.edu/itconnect/2017/08/23/using-zoom-create-quick-easy-screen-recordings-free/>

**Method Three: Photo Booth on Mac**.

<https://support.apple.com/guide/photo-booth/take-a-photo-or-record-a-video-pbhlp3714a9d/10.0/mac/10.14>

**Method Four: Camera App for Windows**.

[https://support.microsoft.com/en-us/windows/how-to use-the-camera-app-ea40b69f-be6a-840e-9c8c-1fd6eea97c22](https://support.microsoft.com/en-us/windows/how-to%20use-the-camera-app-ea40b69f-be6a-840e-9c8c-1fd6eea97c22)

**Step 3:** Upload your video presentation to YouTube Studio. Your video will not be public and will not appear in YouTube search results unless you or someone else shares your link to a public playlist.

Click this link for written instructions and a video tutorial:

<https://support.google.com/youtube/answer/57407>.

Make sure to adjust your video privacy settings in YouTube to “unlisted”: <https://support.google.com/youtube/answer/157177?co=GENIE.Platform%3DDesktop&hl=en>

**Step 4:**  Have all individuals who are in the YouTube presentation compete a [KV](https://docs.google.com/document/d/1ul2mnFYE3xIXYw3hyMYt94H-ZjmiR97s/edit).

Combine all photo/video releases into a single PDF for uploading into the Participant Submission Form.

**Step 5:** Complete and submit your **Participant Submission Form (Google Form):** [Submit Your Chuck McDowell Business Plan POY Here.](https://forms.gle/XvhXLHoyR6qtGJhZA)

You will upload your PDF and add your YouTube link to the form.

You will also be asked to add the following information about your presentation, so you will want to have it handy to copy and paste:

* Project Title
* Abstract

Each Entry is required to have a Client Release on file for a non-student focuses submission. Please submit electronically through affidavit of electronic signature by the Faculty Lead for the Project, or the SBI Director. [Affidavit for Client release](https://forms.gle/72D8WpSPzFW8yGcv7)

Entry Payment

If you are not a current SBI member, a $125 entry fee must be paid prior to entry being accepted for competition. If paying by Credit Card – you may contact the SBI administration. Phone: 601-924- 3489 If you do not wish to pay by credit card, please make your check payable to "SBI" and mail to: SBI, PO Box 115, Clinton, MS 39060. No projects can be included unless one is a current SBI member or until the entry fee has been paid.

Once the payment has been made, proceed to the POY management system [POY Entry](https://forms.gle/XvhXLHoyR6qtGJhZA) where you will register and upload your POY document.

Judging Procedure

Judges for the competition are SBI Directors, former SBI Directors, and college and university faculty members that are SBI members and/or those that submit to the Other POY competition. Each judge completes and signs a Volunteer Judge Agreement attesting to his or her independence (objectivity) and agreeing to maintain client confidentiality. The goal of the program is to have each consulting report in the competition be reviewed by a minimum of two judges. All decisions regarding assignment of judges and the decisions on submissions by judges are final once approved by the VP of POY.

Submissions that do not conform to the submission guidelines above will not be considered for the Other POY competition. If you have never submitted a POY before, it is suggested that you review the scoring sheets for the competition [Business Plan POY Judging Rubric](https://forms.gle/uiLXa6z6JDkCJGyg7) to familiarize yourself with the characteristics that are looked for in the judging process.

For questions regarding electronic submission, please contact the Vice President for POY, Dr. Jana Minifie email: [jm13@txstate.edu](mailto:jm13@txstate.edu?subject=SBI%20POY)