

BUSINESS PLAN COMPETITION FOR UNITY YOUTH COUNCILS! \$3,000 in cash prizes!

The National Center for American Indian Enterprise Development (NCAIED) is partnering with UNITY to offer a business plan competition. The winners will be announced at the National UNITY Virtual Conference.

This competition is intended to simulate the real-world process of entrepreneurs seeking start-up funds. The judges will decide which business venture they would most likely fund. The value created by the new product or service, attractiveness of the market opportunity, the competitive advantage of the proposed venture, the operational and technology viability, the capability of the management team, the clarity and persuasiveness of the plan, and the capital requirements and financial forecast all influence the judges' decisions. Ultimately, the winning teams should be the team in which the judges would most likely invest their money.

WHO CAN ENTER THE COMPETITION?

The NCAIED Business Plan Competition is open to **UNITY affiliated Youth Councils or a team of individual UNITY youth members between 14 to 24 years of age** — who want to explore the world of business. Business Plans submitted for the competition must be submitted by a team (2 or 3 individuals recommended). The team may be made up of just high school students or just college students or a combination of both. *Age of participants is at time of the business plan submission deadline.*

WHEN ARE THE BUSINESS PLANS DUE?

Friday, June 20, 2020 by 5:00pm EST. Email your plan to Amber Childs at amber@ncaied.org in Word or PDF. All entries must also be accompanied by a **video presentation of three minutes or less. Each team member must play a role in the video.** Please stay 6 feet apart if everyone is in one room or you may record a Zoom video conference presentation.

HOW ARE BUSINESS PLANS JUDGED & WINNERS SELECTED?

Completed business plans are reviewed by a team of professional experts. This team reads through the business plans and will review videos then rate them according to a number of criteria and a scoring matrix. The winning teams will be announced on **July 21 at 12:20 pm during the National UNITY Virtual Conference.**

WHAT DO THE WINNING TEAMS WIN?

1st Place \$1500.00 plus 3 complimentary registrations to 2021 National UNITY Conference!
2nd Place \$1,000.00 plus 3 complimentary registrations to 2021 National UNITY Conference!
3rd Place \$500.00 plus 3 complimentary registrations to 2021 National UNITY Conference!

WHAT SHOULD A BUSINESS PLAN INCLUDE?

A business plan is a written description of the future of your business. It's a document that tells the story of what you plan to do and how you plan to do it. The plan should cover all the impor-

tant matters that will contribute to making your business a success. **Include three sentences (minimum) or a paragraph each to cover the following statements:**

1. **Executive Summary:** This is a snapshot of your business concept.
2. **Company Description:** Briefly describe what you do.
3. **Market Analysis:** Research on your industry, this is where you identify who your competitors are.
4. **Organization and Management:** List and describe each job in your company. You can include an organizational chart as well.
5. **Service or Product:** In this section, describe the services you are offering or product you are selling.
6. **Marketing & Sales:** Describe how you will promote your product or service. You can do this by answering the 5 P's of marketing.

BONUS POINTS – This is optional and can earn your team up to an additional 5 points

7. **Budget & Financial Projections:** How much money will you need to start up your business; 3-5yr budget; and how much do you plan to make.

WHO ARE THE JUDGES?

Alia Hauter, Gila River Indian Community, NCAIED Director of Communications
Amber Childs, Gila River Indian Community, NCAED Business Development Specialist
Tara Koleski, NCAIED Program Manager
Yvette Fielder, Hidatsa/Mandan/Lakota, NCAIED Program Manager

JUDGING CRITERIA & SCORING MATRIX (This is a guide and not meant for each question to be answered in your business plan)

Value Created by the New Product or Service

- What is the new and unique value of product/service?
- Is there a clear customer need satisfied?
- Is the background explained?
- How important is this product/service to customers and other stakeholders?
- Is there a prototype or working description of the product/service?

Attractiveness of the Market Opportunity

- How large is the market and how fast is it growing?
- Can you be a “significant player” in this market?
- What long-run profitability do you expect to see in this market?
- Is there a clear market entry strategy?
- Can the product/service be successfully monetized?

Is the business model both realistic and viable over the intermediate term (e.g. five to ten years)?

Is the product/service scalable?

Competitive Advantage of the Proposed Venture

What is the positioning of the product/service in relation to competitors (both direct and indirect)?

Is the product/service favorably positioned in the distribution channel?

Can this product/service be a leader in its market?

Are barriers to entry identified?

How long will it take you to get to market?

Operational and Technological Viability

How will the product or service be produced and delivered to customers?

What are the distribution channels?

Is any intellectual property essential to success?

How will rights to the intellectual property be secured?

Are there regulatory hurdles?

How long will it take to develop the property?

Are key milestones identified?

Capability of Management Team

What roles will the current team play?

How will gaps in the management team be filled?

Have the team members identified key risks and how will they be mitigated?

Capital Requirements and Financial Forecast

What type and amount of capital investment is required?

Is the investment required all at once or can it be staged?

Is any intellectual property essential to success?

Are summary financials provided that include 5 year forecast, revenue, major expenditures and net income?

JUDGING SCORING MATRIX					
	1	2	3	4	5

Value Created by the New Product or Service					
Attractiveness of the Market Opportunity					
Competitive Advantage of the Proposed Venture					
Operational and Technological Viability					
Capability of Management Team					
Clarity and persuasiveness of the Proposed Venture					
BONUS					
Capital Requirements and Financial Forecast					

ABOUT NCAIED

The National Center for American Indian Enterprise Development (“The National Center”), is a 501(c)(3) non-profit organization. With over 50 years of assisting American Indian Tribes and their enterprises with business and economic development – The National Center has evolved into the largest national Indian specific business organization in the nation serving over 500 clients and providing over \$4Million in contracts to its clients. The National Center has nine of-fices throughout the nation with its home office located in Mesa, Arizona. The National Center is actively engaged in helping Tribal Nations and Native business people realize their business goals and are dedicated to putting the whole of Indian Country to work to better the lives of American Indian people- both now and for generations to come.

ABOUT UNITY

Founded in 1976, United National Indian Tribal Youth, Inc. (UNITY) is a national network organization promoting personal development, citizenship, and leadership among Native Youth. UNITY's mission is to foster the spiritual, mental, physical, and social development of American Indian and Alaska Native youth ages 14 -24, and to help build a strong, unified, and self-reliant Native America through greater youth involvement. UNITY's network currently includes 320 af-

filiated youth councils in 36 states. Youth Councils are sponsored by Tribes, Alaska Native villages, high schools, colleges, urban centers, and others.