

## **Bob Goodrich Business Plan Competition Rules, Requirements, and Judging Criteria**

### General Information

- How to enter: Register online as a team of two to five students at [this link](#)
- Important deadlines:
  - Proposal Prep Workshop: February 1, 2024
  - Business Plans Due: February 16, 2024
  - Pitch Prep Workshop: February 26, 2024
  - Fast Pitch Presentation: March 18, 2024

### General Notices

- **Withdrawal Penalty:** If a confirmed team drops out after **March 15, 2024**, for any reason, they will be ineligible to compete in the Business Plan Competition (BPC) for one year if they are a finalist. However, if you are not a finalist and decide to withdraw, you may compete the following year. In addition, a letter will be sent to their faculty advisor and the Dean of their School informing them of the team's failure to honor their commitment and of their team's disqualification for the next year. Spaces are limited, and a last-minute cancellation will prevent another team from competing. To withdraw from the Bob Goodrich Business Plan Competition, please email [cbubusinessplan.info@gmail.com](mailto:cbubusinessplan.info@gmail.com) giving a brief explanation for your reason for withdrawing.
- **Use of Conference Materials:** The Dr. Robert K. Jabs School of Business reserves the right to use any material prepared for the BPC in publicizing and promoting the event. The Dr. Robert K. Jabs School of Business may use these materials in any printed materials and any videotape or other medium produced. The Dr. Robert K. Jabs School of Business may record any portion of the competition and utilize these tapes in any way that it sees fit.
- **Entry Fees:** There are no entry fees.
- **Changes to Competition Rules:** While not anticipated, these rules and prizes are subject to change at the discretion of the Dr. Robert K. Jabs School of Business at any time. The Dr. Robert K. Jabs School of Business staff has the right to interpret these rules according to their judgment.
- **Decisions Regarding the Competition and the Winners:** All decisions regarding the competition rules, procedures, and processes are at the sole discretion of the Dr. Robert K. Jabs School of Business. Changes and/or interpretations of these rules may be made by the Dr. Robert K. Jabs School of Business at any time, even though they may be (or may appear to be) in conflict with some previously published information. The selection of the teams to compete and the decision of the winners are at the sole discretion of the judges and the Dr. Robert K. Jabs School of Business. Best efforts will be made to make decisions in accordance with this Official Rules document.

### General Requirements

- **Teams:** The competition is for undergraduate students who are currently enrolled full-time at California Baptist University from September 2023 through April 2024.
- **Team Size:** Each team must include at least two and not more than five students.
- **Recent Graduates:** Recent graduates may be part of a team if their degree conferral was March 2023 or later. However, each team must include at least one student who is

currently enrolled as stated above.

- **Multiple Teams:** Students are permitted to participate with a maximum of three teams. If a student is participating in more than one team that reaches the final round of the competition, the student is permitted to present with each team.
- **Nature of Venture:** This competition is for new, independent ventures in the seed, start-up, or early growth stages. The following are excluded from the competition: buy-outs, expansions of existing companies, real estate syndications, tax shelters, franchises, licensing agreements for distribution in a different geographical area, and spin-offs from existing corporations.
- **Attendance:** To qualify for any award, all team members need to participate in each round of the competition. Any team that fails to participate will be disqualified from the competition.

### General Guidelines

- **Written Business Plan Submission:** A complete written business plan from each competing team must be submitted using [this link](#) by February 16, 2024.
- **Copyrights & Permissions:** If a team uses copyrighted materials and/or images from a third party in their submissions or presentations, they must obtain permission and authorization in advance from the owners to use this material.

### General Evaluation Criteria

The competition is intended to simulate the real-world process of entrepreneurship. The judges within the competition act as early-stage investors deciding on which business venture they would most likely invest their money with.

There will be a series of two main judging rounds. The first round results will be announced by February 26, 2024, and the final round will be held on March 17, 2024.

**First Round:** The first round of judging will be on the submitted business plans. Each business plan will be evaluated on the scoring criteria below and will be used to determine the top business plans that are most likely to be invested in by the judges.

**Final Round:** The final round of judging will be an in-person presentation on March 17, 2024, and will be used to determine the competition's winners. The scoring criteria below will be used to determine the winners in the final round of judging.

### Scoring Criteria

The competition winners will be determined by the judges' ranking of the teams. This ranking will be based on the judges' willingness to invest in the company, as noted above. The judges at each round of judging will complete the ranking. Judges will rank the teams from 1 (most likely to invest) to 9 (least likely to invest).

Business plans will be evaluated with two sets of scorecards - one for the written plan and one for the verbal presentation. The two scorecards will cover:

Part I Written Business Plan

Part II Verbal Presentation & Business/Investment Viability

<b>Part 1. Written Business Plan Evaluation</b>									
<b>Judges will rank the teams from 1 (most likely to invest) to 9 (least likely to invest).</b>									
<b>Description of Business</b> (include current status of development – beta, prototype, etc.)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Industry Analysis</b> (how is your business similar or different from competition)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Market Analysis</b> (market size and potential market share)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Marketing Plan</b> (how you will go-to-market)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Financial highlights</b> (cash flow, income statement, & balance sheet)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>

<b>Strengths of the Written Business Plan</b>
<b>Areas for Improvement</b>

<b>Part II. Verbal Presentation &amp; Business/Investment Viability</b>									
<b>Judges will rank the teams from 1 (most likely to invest) to 9 (least likely to invest).</b>									
<b>Product</b> (What you sell. Could be a physical good, services, consulting, etc.)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Price</b> (How much do you charge and how does that impact how your customers view your brand?)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Promotion</b> (How do your customers find out about you?)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Place</b> (Where do you promote your product or service?)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Company</b> (Explained what your business is all about)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Customer</b> (Identified who your customer or client will be)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Competition</b> (Identified competition)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Financial highlights</b> (Cash flow, income statement, & balance sheet)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>Feasibility</b> (Assessed the practicality of a proposed plan or project)	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>

**Strengths of Presentation**

**Areas for Potential Improvement**