

## 2020 Seven Generation Business Plan Competition

### OVERVIEW

Established in 1985, the NAU Center for American Indian Economic Development (CAIED) provides training, technical assistance and consulting services, business outreach, grant evaluations, host tribal forums/summits/conferences, and financial literacy education. NAU CAIED serves the twenty-two tribes of Arizona from working with tribal leaders to tribal entrepreneurs to working with tribal youth.





CAIED has a commitment to helping create initiatives and entrepreneurial endeavors among tribal communities. Thus, the Business Plan Competition was created. The Business Plan Competition seeks to train and support the next generation of Native entrepreneurs and business owners. The importance of developing business ideas and plans is by positioning Native communities at the forefront of economic sovereignty. In conjunction with the 5<sup>th</sup> Annual Navajo Nation Economic Summit, CAIED is teaming up with the Navajo Nation Small Business Development Department to host the Business Plan Competition on April 27, 2020.

This business plan competition is open to enrolled members of the Navajo Nation who are potential and/or existing Navajo Small Business, high school and college/university students. Up to 10 applicants will be allowed to enter. Each team can have no more than five (5) members per team.

### ELIGIBILITY:

- 1) Participants must be enrolled member of the Navajo Nation with a Certificate of Indian Blood (CIB).
- 2) Teams must have a majority (51%) of their team members enrolled in a Federally Recognized Tribe.

### *Who should participate?*

-  Participant/Students with an idea to start a business
-  Participant/Students who have an investment idea
-  Participant/Students interested in enhancing their conceptual, organizational, written and oral presentation skills
-  Participant/Students that wish to demonstrate their ability to clearly communicate an idea to a group of experts and peers

## STRUCTURE OF THE COMPETITION:

**STEP 1—Submit Application of Intent form:** Submit one copy of your application that lists team members, advisor, school, community and grade level of all participants. Each participating team must have at least two team members that are members of a federally recognized tribe.

**STEP 2—Submit Business Plans and Registration Form:** Submit one copy of your complete Business Plan, not to exceed 30 pages (*excluding cover page, table of contents, and appendices*). Business plans will be submitted two weeks before the final presentations are made.

**STEP 3—Present Your Business Plan:** All confirmed entries will be required to present their business plans in person before a judging panel at TBD. Each team will be given 15 minutes to present their business plan.

## GENERAL REQUIREMENTS:

You must submit a business plan following the guidelines below:

- 1) You may also choose to work with an existing Native American owned business or Native American entrepreneur to create an actual business plan for their existing business or business idea.
- 2) We will also accept individual's business plans that can be started up within 6 months.
- 3) Your business must offer a tangible product(s) or service that you can market and sell within 6 months. Ideally, the competition is for new, independent ventures in the seed, start-up, or early growth stages.
- 4) Each team must have an adult mentor/sponsor who will be available on-site to give guidance to the team.
- 5) This competition is intended primarily for student-created and managed ventures. Students are expected to:
  - be a driving force behind the new venture
  - have played a major role in developing and submitted the business plan
  - participate in the presentation at the conference

## TENTATIVE TIMELINE AND SCHEDULE:

<b>March 20, 2020</b>	<b>Application of Intent DUE</b>
<b>March 27, 2020</b>	Business Plan Final Draft DUE
<b>April 27, 2020</b>	In-person presentations for Judges' Panel ( <i>must be present</i> )
<b>April 27, 2020</b>	Awardees of the 2020 7G BPC at Welcome Reception

## **SUBMISSION AND REGISTRATION INSTRUCTIONS:**

We are requiring that all business plans be submitted online in one Adobe (PDF) formatted file. NO OTHER FORMATS WILL BE ACCEPTED. It is your responsibility to verify that we receive your plan; all plans submitted and accepted by NAU CAIED or NRBDO will receive a confirmation email.

Online business plan submissions must be labeled in the following naming convention:

**2020\_7GBPC\_(Name of Participant or Company)\_NNES.pdf**

Please note that only one file will be accepted. Your team name must match what is on your application and entry form. If your plan has multiple files, please combine all files into one pdf file for submission. If the file is too large to email, send in two pdf documents **(01)** and **(02)** after **(Name of School or Tribal Community)**

**Example:** **2020\_7GBPC\_JustinCase\_NNES.pdf**

Or

**2020\_7GBPC\_HopeFloatsPhotography\_NNES.pdf**

Each business plan team may submit their business plan(s) and registration forms to Gwen Cody [Gwen.Cody@nau.edu](mailto:Gwen.Cody@nau.edu) or Margie Dee [mdee@frontiernet.net](mailto:mdee@frontiernet.net). All business plans must be received electronically by the CAIED or SRBDO office by **MARCH 17, 2020 by 11:59 PM (MST)**.

## **FORMAT REQUIREMENTS**

- 1) Business plan submissions must contain an executive summary of no more than one page that is a summary of the business model.
- 2) The body of the business plan CAN NOT exceed 30 pages in length, single-spaced, excluding the cover page, table of contents (2 page limit), and appendices.
- 3) There is a 10 page limit for financial statements and appendices.
- 4) File submissions should NOT exceed a 40 page maximum.
- 5) Plans MUST be typed, single-spaced, and in the following format including cover, text, charts and graphics:
  - 1 inch top & bottom margins
  - 1 inch left & right margins
  - Times New Roman Font (12 Font)

## **JUDGING:**

The competition takes place in two parts. A panel of judges evaluates the written plans prior to the oral competition. Each entry is evaluated in whole by at least two judges. Detailed feedback will be provided on all judged plans.

The final phase consists of a new panel of judges who will evaluate the finalist teams based upon their revised written business plan submission and their oral presentation. This panel selects the first, second, and third place teams.

The judging is based both subjectively and objectively on the evaluation guidelines and the impressions formed the business experiences of the judges. The judges score contestants on scales of 1-10 or 1-5, with 10 or 5 being the highest, 1 being the lowest, in several categories. Judges do not discuss their opinions of contestants until after all scores have been submitted. In case of a tie, the judges will reconvene and discuss the tied teams in order to determine a winner.

All judges ultimately consider the entire business concept of each business plan submitted, looking at overall feasibility, combined with significant capital gains potential, attractive investment possibilities and actual implementation. The most compelling business plan is one that effectively integrates all components of the plan, rather than simply forming a strong sum of parts.

## **FAQs:**

- Fill out the “Application of Intent” (*see next page*) and submit by the due date to be entered into the competition.
- Need to submit an “Application of Intent” form for each team member.
- You do not need to have your business idea set to fill out the “Application of Intent.” We can help develop your idea if you don’t have it already.
- You do not need to know how to write a business plan.
- Yes, you will need a sponsor-parent company as we cannot award seed funding to an individual. What some have done is get a parent company or school club to receive the seed funding check from CAIED, then the parent company or school writes a check directly to the team.
- HOLD ON TO YOUR GUIDELINES—these guidelines will be need to inform you on how to submit your final draft, as well as, highlight what the judges will be critiquing on.