



Project Venture: The Able Trust's High School High Tech Business Development Competition

Workplace communication takes many forms: email, face-to-face meetings, instant messaging, video conferencing, and phone conferences are just a few of the methods. This competition should allow students to develop and hone their communication, critical thinking, and teamwork skills in a workplace related simulation.

Each HSHT site is encouraged to build interest and develop a team to participate. Early promotion and adoption will allow HSHT sites to incorporate the competition into their year plans.

Competition Format

Teams will submit their commercials and business plans for judging at the regional level. There is no in-person presentation to complete at this level. One winner from each region will advance to the state competition where teams will submit their business plan, commercial and make their present to the judges.

Regions will be determined to ensure equity of teams competing, not geographic area.

There is no limit to the number of students participating on a team. However, a maximum of four students may participate in the presentation portion at the state competition level. All students participating in the presentation must speak during the course of the presentation. The presentation can utilize presentation tools such as Power Point or Prezi. The state presentation will held in-person.

Business Plan Concept The business concept should be based on a mobile venue concept. A mobile business has advantages such as low startup costs, mobility, lower operating costs, and flexibility. A mobile business can test out different locations at various times and see where they get the most business.

Business Plan Format

The business plan should be typed in size 12, in Times New Roman, Arial or Calibri font with 1" margins. The plan must contain the following elements listed below. If they wish, students may include pictures, photographs or other illustrative pieces with their plan. The final plan including any supplemental materials should not exceed ten pages in total length.

Business Plan Components

Teams will need to develop a plan that includes the following components:

- I. Executive Summary
 - a. Company Name
 - b. Product/service overview

- c. Market/customer overview
 - d. Logo
 - e. Slogan
- II. Product/Service
 - a. Product Name (if applicable)
 - b. Detailed product description
 - c. Plans for manufacturing/delivery/preparation
- III. Market needs assessment
 - a. Customer and market need
 - b. Typical customer profile
 - c. Any additional research that may need to be done
 - d. Sample advertisement: 30 second video commercial
- IV. Operations and Management
 - a. Ownership and business type
 - b. Location and major start up needs
 - c. Human resource needs

Commercial Format

Teams must also submit a 30 second video commercial advertising their product or service. The commercial will need to be uploaded to Vimeo. The commercial must contain appropriate language and imagery as would a standard commercial seen on broadcast television.

Presentation Format

Team competing in the state level competition will need to present to the judges on their business plan and their product or service. The presentation should fall between 10-20 minutes in length. Students should dress in business attire for the presentation. The student's presentation should mimic a presentation given in a professional setting or potential group of investors. The presentation should cover the components of the business plan and go into detail where appropriate.

Rules

- Students may be adult advised, but the product/service concept and competition materials must be student created.
- Students advancing to state competition should be dressed in business professional attire.
- Each HSHT program/site may only enter one team into the competition.

Due Dates

- January 10, 2024 Sites need to notify the Able Trust of participation
- February 1, 2024-Business plans and commercials are due
- February 7-14, 2024 First Round of Judging
- February 16, 2024 Finalist announced
- April 9, 2024-Final competition, Jacksonville, FL