**High School Business Challenge Presentation Guidelines**

Student teams (2 to 5 members) will present a PowerPoint presentation of a business start-up or business expansion plan. The PowerPoint presentation must be submitted to the judges in printed handout form (3 to a page with notes) prior to the presentation and must cover the following topics, in order:

# The Startup or Expansion Plan

## Explanation of idea

### What it is?

### Why is it important?

### Whom the idea is intended for?

## What problem does this solve?

## Who solves this problem now?

# Organization or Structure

## How will the idea, product or service be produced and/or distributed?

## Who will run the organization and what makes them qualified to do so?

# How will the idea be marketed?

## How big is the market for this idea?

## Description of the target market.

## Who are the competitors?

## What is the competitive advantage the idea has over the competition?

## How will the target become interested in purchasing and adopting the idea?

# How profitable is this idea?

# What resources are needed (financial and other) and how will they be obtained?

Each presentation should be 4 to 5 minutes long