



EXERT Youth Entrepreneurship Competition

Objective: This event gives high school students (i.e. innovators) from around the Black Belt the opportunity to hone their presentation skills, build confidence, and present their ideas in **10 minutes or less** to a panel of business leaders and entrepreneurs for the opportunity to win prizes and business management consultation. There will be 5 students from each county working together as a team to develop group business pitches. Groups will be given about one hour to come up with their business pitch. Each group member should take an active role in discussing aspects of the business pitch, for the team to score more favorably. Points will be given for originality and delivery, so teams are encouraged to come up with their most creative business pitch presentations. Each team must incorporate into their pitch their business plan which consist of three items: *a team mission statement, budget, and marketing plan/notes*. Business plans will be given to the judges in the form provided and must be expressed in the group pitches as well.

Evaluation Item	Points
Innovation – is this a new idea with high potential for impact?	10pts
Clarity – is the presentation concise and organized?	10pts
Comprehensiveness – does the presenter demonstrate knowledge of the market and how the business will operate?	10pts
Feasibility – is this proposed venture realistic to implement?	10pts
Presentation – effectiveness, originality, and production values. One minute max/person.	5pts
Social media – online reach, audience engagement, inventiveness, and overall buzz generated #EXERTpitch #TuskegeeEntrepreneurs	5pts
“Wow” factor – judge’s discretionary points to award for above and beyond efforts, energy, and passion.	5pts

Mission Statement: What are you selling? A mission statement is a brief description of a company's fundamental purpose. It answers the question, "Why does our business exist?" The mission statement expresses the company's purpose for those inside the organization and for the outside public.

Marketing Notes: To whom and how are you selling it? Developing a Marketing Plan is nothing more than setting goals and making a to-do list that will get you there. It's not much different than planning a party. You're basically creating a plan for inviting more people you

love to give you money and then tell other people why they should give you their money too. Fill out the marketing plan provided and CREATE YOUR COMPANY'S HASHTAG!

Budget: How much does it cost for you to make money? Fill out the finance sheet in the business plan