

ROCKY POINT HIGH SCHOOL

Career Advisory Partnership (CAP)

“CAP”athon—Business Plan Competition

Theme: *“Redesigning Downtown Rocky Point”*

2009 Application

Competition Highlights

The Career Advisory Partnership is excited to invite you to participate in the first Rocky Point Career Advisory Partnership Business Plan Competition or “CAP”athon. The goal of this competition is to provide an opportunity for Rocky Point High School students to learn about entrepreneurship through the development and presentation of a business idea to a panel of judges. Anyone can be an entrepreneur and we want to help give high school students with good ideas the opportunity to put those ideas into motion.

What's in it for students?

- ▶ Learn about business development, marketing, and planning
- ▶ Develop presentation, networking, interpersonal, and team-building skills
- ▶ Be a part of the cutting edge - future young entrepreneurs
- ▶ Present at a competition in front of prominent business people
- ▶ Opportunity to win a cash gift card

What is the plan's topic? **Redesigning Downtown Rocky Point**

Who can participate? Any student in grades 9-12

How many people can be on a team?

Teams must have at least two (2) and no more than four (4) members. You may also want to work with local business people, teachers or professional mentors who will guide your work, answer questions, assist your team's planning, and help you to work productively.

How many teams can compete?

Only 8 teams will be selected during the preliminary round to compete on Tuesday, April 28. Teams will be selected by a panel of judges including representatives from the business community. Teams will be chosen based on the Executive Summary/Proposal submitted.

What are the prizes?

- ▶ **\$100 VISA gift card** to each member of the 1st place team
- ▶ **\$50 VISA gift card** to each member of the 2nd place team
- ▶ **\$25 VISA gift card** to each member of the 3rd place team

Who should I see for an application? See Mr. Pappas or Mrs. Wilson or visit www.rpcap.org on the World Wide Web. Submit the application on or before March 24, 2009. No late submissions will be accepted.



www.rpcap.org

Important Dates

Tuesday, March 24, 2009
Application due by 3 p.m.

Thursday, March 26, 2009
Eight (8) teams selected and notified

Wednesday, April 1, 2009
2:15 p.m. HS Library—Informational Meeting w/8 team leaders

Wednesday, April 15, 2009
Rough Draft of PPT due –submit to Mrs. Wilson

Wednesday, April 22, 2009
Fashion Show
HS Library 2:30 p.m.

Tuesday, April 28, 2009
Judging and Award Ceremony
HS Library 7 p.m.

Only 8 teams will be chosen to compete by a panel of judges from the business community. Get your application in today!

NEED MORE INFO?

For applications or information, see Mr. Pappas or Mrs. Wilson.

You can also visit www.rpcap.org on the World Wide Web.

Competition Eligibility

The competition is open to any high school student. Plans must be the team's original work. The eight (8) teams selected will be notified by Thursday, March 26, 2009.

Application Guidelines

In order to apply, you must do the following:

1. Fill out the application in its entirety. Incomplete applications will not be accepted. A Microsoft Word version of the application can be found online at www.rpcap.org.
2. Complete the media permission form. You **must** have a parent or guardian's permission to participate in this competition.
3. You will also need one (1) .doc or .pdf file that contains:
 - ▶ An **Executive Summary/Proposal** of the business idea. The purpose of the Executive Summary/Proposal is to provide a vision for the proposed downtown redesign, including the business concept, target customers, and community overview. Your executive summary should be short and businesslike--generally between one and a half pages and two pages. It must not exceed 2 pages.
 - ▶ The **Executive Summary/Proposal** is often the first thing a potential investor reads, so it is important that you create the right first impression.
 - ▶ Include the following:
 - Goals
 - Assumptions
 - Project highlights
 - Recommended course of action
 - ▶ The **Executive Summary/Proposal** must be submitted in Microsoft Word or PDF format, 12-point Times New Roman font, double-spaced with 1-inch margins. There must be a cover sheet with the team name (the cover sheet is not included in the 2-page maximum requirement)

Only 8 teams will be selected during the preliminary round to compete on April 28. Teams will be selected by a panel of judges including representatives from the business community. Teams will be chosen based on the **Executive Summary/Proposal** submitted.

Note: Failing to meet the above rules at any time during the competition may result in disqualification from the competition. Only eight (8) teams will be selected to complete.

Please use the following checklist to ensure your application is complete.

- Completed application (sections A-C)
- Completed media release form
- Two-page (maximum) Executive Summary with Cover Sheet

Please make sure you send your application by [Tuesday, March 24, 2009](#).

Thank you for applying. Good Luck!

Business Plan Competition Application (Print legibly or type)

Section A: Team Member Information

Team Member Names (First and Last Name)

Student 1: _____ e-Mail address: _____

Student 2: _____ e-Mail address: _____

Student 3: _____ e-Mail address: _____

Student 4: _____ e-Mail address: _____

Section B: Team Information

What is the team's name? _____

Section C: Business Plan Requirements for Formal Presentation on April 28, 2009

A. Create a PowerPoint Presentation:

- Explain your concept and the need for this particular redesign
- Show your research and drawing or rendering of your proposed downtown redesign
- Marketing Plan and Budget
 - How much money do you need to get started and what do you plan to use it for? (Limit \$3 Million Budget)
- Location and Demographics Research

- B. **Write a press release** announcing your plan to the community for the local newspaper
- C. **Create a 30-second commercial** that will be included in your presentation— live simulation, video clip, or pod cast (only team members are allowed to participate in the commercial)
- D. **Create a tri-fold brochure** as a promotional item -- be creative
- E. The plan must be an original idea
- F. Team members should be prepared to answer questions from the judges during the formal team presentation.
- G. **Teams must send a minimum of two (2) members to the Fashion Show on Wednesday, April 22.** Points will be deducted from the final score if the team is not represented at the Fashion Show workshop.

Note:
 ↳ All members must have speaking parts for final presentation
 ↳ Make 15 copies of presentation—6 slides to a page to distribute to the judges
 ↳ 15 minutes maximum for entire presentation—points will be deducted if the team goes over 15 minutes or under 13 minutes

I hereby assert that all information provided is true and accurate to the best of my knowledge.

Student #1 Signature	Date
Student #2 Signature	Date
Student #3 Signature	Date
Student #4 Signature	Date

Parent/Guardian Media Permission Form *(Each applicant must submit one.)*

Name of Parent/Legal Guardian: _____

Name of Child: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ E-mail _____

Grade: _____ Student ID Number: _____

I am the parent/legal guardian of the child named above. I hereby provide permission for Rocky Point High School to use, reproduce, electronically publish and display my son/daughter/ward's name, photograph, and any information provided by them in all media including, but not limited to newspapers, magazines, television, radio, and Internet web sites. I understand that this media will be accessible throughout the world and that stories including my son/daughter/ward may appear in written, video, electronic and other forms.

I represent that the materials submitted are my son/daughter/ward's own original creation and do not include any copyrighted materials.

Signature of parent/legal guardian:

Date

Career Advisory Partnership
Business Plan "CAP"athon 2009 Preliminary Round
Scoring Rubric

Theme: "Redesigning Downtown Rocky Point"

Team Name: _____

This rubric will be used to determine which teams will compete on April 28, 2009. Teams will be evaluated by a panel of judges from the business sector. Judges will assign points based on the rubric below:

	7-8	5-6	3-4	1-2	SCORE
Executive Summary	Clearly and comprehensively describes all of the following: <ul style="list-style-type: none"> • Goals • Assumptions • Project highlights • Recommended course of action 	Adequately describes all of the following: <ul style="list-style-type: none"> • Goals • Assumptions • Project highlights • Recommended course of action 	Does not describe one or more of the following: <ul style="list-style-type: none"> • Goals • Assumptions • Project highlights • Recommended course of action 	Does not describe any of the following: <ul style="list-style-type: none"> • Goals • Assumptions • Project highlights • Recommended course of action 	
Application	All information is submitted on time and in its entirety including: <ul style="list-style-type: none"> • 1 ½ to 2-page Exec. Summary • Signed Team Application • Signed Media Form 	Does not include one of the following: <ul style="list-style-type: none"> • 1 ½ to 2-page Exec. Summary • Signed Team Application • Signed Media Form 	Does not include two or more of the following: <ul style="list-style-type: none"> • 1 ½ to 2-page Exec. Summary • Team Application • Signed Media Form 	Does not include most of the following and the work is not professional: <ul style="list-style-type: none"> • 1 ½ to 2-page Exec. Summary • Team Application • Signed Media Form 	
TOTAL POINTS					
Additional Comments:					

Career Advisory Partnership
Business Plan "CAP"athon 2009 Judge's Rubric
 Theme: "Redesigning Downtown Rocky Point"

Team Name: _____

REQUIREMENT	POINTS GIVEN (0-5 PTS.)	COMMENTS
Depth of Research Research and explain the need for "revitalization or redesign" of downtown Rocky Point		
Details of Demographics & Analysis of Market Explain why and how redesign decisions were made		
Details of Budget & Projected Revenue Show proposed budget and projected revenue		
Analysis of Location Include traffic study and show the demographic connection using online resources		
Tri-Fold Brochure Creative tri-fold brochure		
Press Release Prepare one-page press release introducing your concept to the community		
Commercial - Live Simulation or Podcast Creative and 30 seconds in length		
PowerPoint Neat, professional, includes important points		
Appearance Professional attire		
Overall Presentation		
TOTAL SCORE		

*****Time Penalty assessment based on 1 pt deduction for every minute outside acceptable range listed above

POINTS: Excellent 5 Good 4 Fair 3 Poor 1-2 Not Present 0
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