



California State Business Plan Guidelines

Presentation Format:

- All 42 firms will present on January 17th in the morning at least one time.
- The second round will occur on the 17th in the afternoon. Only 16 firms will move on to the afternoon round. The final round of the top 8 firms will present the morning of January 18th,
- Note: anyone from a firm that is not participating in the finals round, or has already presented in the final round can view these top presentations.

The State competition is still considered regional.

- Firms in California will have 10 minutes to present and 8 minutes of Q & A.
- Your written score will carry with you for the state. The oral presentation may be changed in anyway you wish.
- For the January competition: WE WILL NOT provide a computer. DO NOT just bring a flash drive: you must have a laptop. There are various projectors, and some may have different connector cords. Bring whatever connector cord you might need. If you need WiFi, bring a hotspot.
- For the judges this year at the state and the national level: judges will look at a 2-4 page summary of your business plan rather than the entire business plan.
- Bring 6 copies of the 2-4 page summary with you. This is either 2-one sided pages or 2-two sided pages. Do not try to squeeze too much text or use small font. Rather highlight the main points, use financial statements, graphs, pictures and summaries. The summary is outlined in the National guidelines on the portal.
- Bring one copy of your business plan as it was submitted for written scoring.
- 6 copies of your presentation with 3+ slides per page.
- Only 4-6 students may present, although students from your own firm may watch the presentation.
- If you have not already done so, get the firm ethics agreement and student photo releases to to the regional director.