



DREAM IT, PLAN IT, PITCH IT

SHOWCASE

1st PRIZE: \$1,000

2nd PRIZE: \$500

VCE BUSINESS PLAN COMPETITION

DREAM IT: Students dream up an idea for a business or product individually or in teams of up to three.

PLAN IT: Students develop a business plan (1500 – 2000 words) for their idea and submit it to a panel of judges for review.

PITCH IT: On Showcase Day teams will be allocated a display stand for their presentation. Students will have five minutes to present their ideas to small groups of roving judges. They may be asked to present more than once.

Students are also welcome to bring their iPads for use.

DETAILS

PRIZES

To be awarded on the day

COST

Free entry

COMPETITION DEADLINES 2016

Register school teams by 20 May

Submit business plans by 03 June

ENQUIRIES

Arts, Social Sciences and Commerce
(ASSC) Outreach Team

E: assc.outreach@latrobe.edu.au

SHOWCASE DATE: THURSDAY 21 JULY 2016

'DREAM IT, PLAN IT, PITCH IT' SHOWCASE

BUSINESS PLAN TOPICS TO BE ADDRESSED

Executive Summary

- Summary of the business idea

Business Concept/Idea

- E.g. What will the business do? What is the business name?
How does it differ from existing companies/products?

Logo and Brand Design

- E.g. Design a logo for the business or product.

Market Research and Marketing Plan

- E.g. Identify the target market (demographics, geographic variables), competitor analysis, SWOT analysis, promotion.

Location

- E.g. Where should the business be located? If it is a product, where should it be sold?

Operations Plan (including organisational structure)

- E.g. Outline the organisational structure (hierarchy of people and its functions). How will the business be started? How many employees are needed?

Financial plan

- E.g. What are the start-up costs, expenses and revenue projections?

SELECTION CRITERIA: TEAMS WILL BE JUDGED ON THE FOLLOWING:

Quality of the idea

- Is it unique?
- Is it financially viable?

Market Research and Analysis

- Is the product/service a good fit in the proposed market?
- Does the business have a competitive advantage?
- Has significant market research been conducted?

Business Plan

- Is the plan well thought out?
- Does the plan meet the guidelines?
- Is there enough detail?
- Does it use correct terminology?

Presentation

- Were the teams confident and convincing?
- Was everyone in the team involved in the presentation and answering questions?
- To what degree did any resources enhance the delivery?

CONDITIONS OF ENTRY

Submissions may be entered by individuals or teams (no more than three people)

Each team may only enter one business plan and entries must be original work.

All listed business plan topics must be addressed in the submission.

Only team members may participate in the presentations.

The presentation is limited to five minutes including questions from the judges.

All competition word limits must be met.

All competition deadlines must be met.

In all cases the competition judges' decisions are final.

Students must be available to attend the showcase in July 2016 at either the Albury-Wodonga or Melbourne campus

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