ROTARY DISTRICT 5300

BUSINESS PLAN COMPETITION

CLUB ACTIVATION KIT

Big Ideas. Brighter Futures.

Everything your club needs to promote, connect, mentor and inspire.



YEAR TWO

rotary5300.org/business-competition

Start Here: Turn Your Club Into a Launchpad

The Business Plan Competition gives District 5300 clubs a practical Vocational Service opportunity: connect high school students with business-minded Rotarians who can encourage, mentor and help them prepare for an entrepreneurial journey and scholarship opportunity.

THE CLUB ROLE: OPEN DOORS. MAKE CONNECTIONS. ENCOURAGE STUDENTS.

1. IDENTIFY	Choose one club member or a small team to serve as the competition point of contact.
2. CONNECT	Reach out to high schools, career/technical education programs, business teachers, counselors, entrepreneurship programs, Junior Achievement and other youth-serving organizations in your community.
3. SHARE	Send the promotional flyer and competition webpage. Invite educators and community partners to share it with students who have an idea worth exploring.
4. MENTOR	Engage Rotarians with experience in entrepreneurship, finance, marketing, operations, sales, leadership or presenting to support students as appropriate.
5. CHEER THEM ON	Help students move from an idea to a thoughtful business plan and a confident presentation.

Why This Fits Rotary

District 5300's Vocational Service guidance specifically identifies participation in the Rotary Business Plan Contest through mentoring high school students. Rotary's Community Economic Development resources also highlight entrepreneurship, business-plan training and mentoring local entrepreneurs.

Competition at a Glance

STUDENTS BUILD THE PLAN. ROTARIANS HELP BUILD CONFIDENCE.

The source materials describe a comprehensive business plan and two evaluation stages: a written proposal and a presentation. The materials provided do not state the current competition date, submission deadline, scholarship amount, team-size rules or presentation time limit; clubs should use the official webpage for current details.

What Students Build

- Executive summary and company purpose
- Management team and company description
- Product or service plan
- Vision and mission statements
- Industry overview, target market and market trends
- Competitive analysis and competitive advantage
- Marketing mix: product, place, price and promotion
- Operational plan: equipment, processes, suppliers and distribution
- Organizational plan: legal structure, record keeping, staffing and training
- Social and ethical responsibility plan

What Judges Look For

WRITTEN PROPOSAL	PRESENTATION
Product/service innovation, growth potential and scalability	Clear, concise and logical delivery
Profitability	Confidence and professionalism
Defined customer and market need	Industry knowledge
Competitive advantage	Effective responses to judges
Sales and marketing	Ability to maintain investor interest
Roles of founders/key players	Visual aids that support the plan
Financial projections	Marketability, operations, risks, forecasts and capital needs

Club Outreach Playbook

The goal is not to explain every rule in the first contact. The goal is to create curiosity, make the opportunity easy to share and direct interested students and educators to the official competition page.

Who to Contact

- High school principals and assistant principals
- Business, economics, entrepreneurship and CTE teachers
- School counselors and college/career centers
- DECA, FBLA and entrepreneurship clubs where available
- Junior Achievement and other youth-serving community partners
- Local chambers, incubators or business organizations with youth programs

Suggested Outreach Message

Rotary District 5300's Business Plan Competition is back for Year Two! We're inviting high school students with big ideas to explore entrepreneurship, build a business plan and develop the confidence to present their concept. Our Rotary club would love to connect your students with this opportunity. Please share the attached flyer with students, educators and families who may be interested.

Learn more: https://www.rotary5300.org/business-competition/

30-Second Club Announcement

District 5300's Business Plan Competition is back. This is a great Vocational Service opportunity for our club to connect with local high schools and encourage young entrepreneurs. We need members who can help us open doors to educators and, where appropriate, share business expertise with students. The flyer and competition information are ready to share.

Mentor Lens: Help Students Think Like Founders

Mentoring should help students strengthen their own thinking rather than write the plan for them. Use questions that mirror the competition materials.

THE IDEA What problem are you solving? Why does your company need to exist?

THE CUSTOMER Who is your core customer? What need are you meeting?

THE DIFFERENCE Who are your direct and indirect competitors? Why would a customer choose you?

THE MARKET What trends affect your product or service? Is there room to grow?

THE MONEY How will the business make money? What are your costs, price, sales expectations and capital needs?

THE OPERATIONS What equipment, suppliers, processes, technology and distribution will you need?

THE TEAM Who does what? What skills do the founders or key players bring?

THE PITCH Can you explain the business clearly, confidently and logically? Can you answer questions without losing the audience?

MENTOR FOR CLARITY. COACH FOR CONFIDENCE. KEEP THE STUDENT'S IDEA THE STUDENT'S IDEA.

Rotary Connection: Vocational Service in Action

The competition sits naturally at the intersection of Vocational Service, student mentoring and Community Economic Development. District 5300's Vocational Service material encourages clubs to use members' professional experience to create value and specifically names mentoring high school students in the Business Plan Contest.

A Strong Connection to Community Economic Development

Rotary's Areas of Focus material identifies job creation and entrepreneurship within Community Economic Development. It specifically encourages vocational training teams to teach people how to create a business plan, mentor local entrepreneurs and help them access business capital.

A Supporting Connection to Education

Rotary's Basic Education and Literacy guidance also encourages mentorship programs for students and partnerships with local organizations that can support training and mentoring.

THIS IS MORE THAN A COMPETITION. IT IS A CHANCE TO PUT ROTARIANS' PROFESSIONAL EXPERIENCE TO WORK FOR THE NEXT GENERATION.

Ready-to-Share Competition Flyer

Print it. Email it. Post it. Share it with educators, youth organizations, parents and students.



Share the Opportunity

BIG IDEAS. BRIGHTER FUTURES.

SCAN TO LEARN MORE

rotary5300.org/business-competition

Use the official webpage for current competition dates, deadlines, eligibility details and other program updates.

Club Quick Checklist

- Name a club point person
- Identify 5-10 local school/community contacts
- Email the flyer and webpage
- Make a club announcement
- Invite members with relevant business expertise to participate
- Follow up with community contacts
- Direct all current-rule questions to the official competition webpage

DREAM IT. PLAN IT. PRESENT IT. OWN IT.