ROTARY DISTRICT 5300

BUSINESS PLAN COMPETITION

STUDENT & EDUCATOR OPPORTUNITY GUIDE

Big Ideas. Brighter Futures.

For high school students with an idea - and the educators helping them turn it into something real.



Learn more: rotary5300.org/business-competition

Got an Idea? This Is Your Invitation.

The Rotary District 5300 Business Plan Competition gives high school students the opportunity to turn an idea into a thoughtful business plan and prepare to present it with confidence.

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

What You'll Explore

- Why your business should exist and what problem it solves
- Who your customer is and what they need
- What makes your product or service different
- How you will market, price and deliver it
- How the business will operate and who will be involved
- Sales, costs, profitability and funding needs
- How to explain your idea clearly and answer questions

What Makes a Strong Entry?

A CLEAR IDEA	A SMART PLAN	A CONFIDENT PITCH
A product or service people can understand and a real customer need.	Evidence that you've thought through the market, competition, operations and finances.	A presentation that is clear, logical, professional and responsive to judges.

The competition materials provided to clubs identify this as a scholarship opportunity connected to students' entrepreneurial journey. For current eligibility, dates, deadlines, scholarship details and submission instructions, use the official competition webpage.

Student Roadmap: From Idea to Business Plan

1. DEFINE THE PROBLEM	What need, frustration or opportunity are you addressing?
2. SHAPE THE SOLUTION	What exactly are you selling or providing? What makes it useful?
3. KNOW YOUR CUSTOMER	Who is most likely to buy it? What do you know about that customer?
4. STUDY THE MARKET	What trends matter? Who competes with you directly and indirectly?
5. EXPLAIN YOUR ADVANTAGE	Why would someone choose your business instead of another option?
6. BUILD THE BUSINESS	Think through pricing, promotion, equipment, suppliers, distribution, staffing and record keeping.
7. KNOW YOUR NUMBERS	Be ready to explain profitability, projections and any capital you would need.
8. PRACTICE THE PITCH	Tell the story clearly, stay organized, use visuals wisely and be ready for questions.

TIP: JUDGES ARE NOT JUST LOOKING FOR A COOL IDEA. THEY ARE LOOKING FOR EVIDENCE THAT YOU HAVE THOUGHT LIKE A FOUNDER.

For Teachers, Counselors & Youth Program Leaders

You do not need to become the student's business-plan writer. Your most valuable role is helping students see the opportunity, connect the work to what they are already learning, and encourage them to keep refining their thinking.

Easy Ways to Use This Opportunity

- Share the flyer with students in business, economics, entrepreneurship, marketing, finance or career-readiness courses.
- Use the competition as an optional extension project, capstone idea, enrichment opportunity or club activity.
- Encourage students to test ideas by interviewing potential customers or explaining the concept to adults.
- Help students organize their thinking around the business-plan sections rather than trying to perfect everything at once.
- Invite local Rotary members or business professionals to discuss entrepreneurship, marketing, finance, operations or presenting when appropriate.
- Direct students to the official competition webpage for current rules, dates and submission details.

Conversation Starters for Students

What problem are you solving?	**Who would pay for this - and why?**
What is the strongest reason your idea could work?	**What could make it fail?**
What do you know about your competition?	**How would you find your first customers?**
What numbers would an investor want to see?	**Can you explain the idea in one minute?**

THE BEST SUPPORT HELPS STUDENTS THINK MORE DEEPLY - WITHOUT TAKING OWNERSHIP OF THEIR IDEA AWAY FROM THEM.

What Judges Will Be Looking For

The District's evaluation forms show that students are assessed on both the strength of the business concept and the quality of the presentation.

WRITTEN BUSINESS PLAN	PRESENTATION
Product/service innovation, growth potential and scalability	Clear, concise and logical organization
Profitability	Staying within the required timeframe
Defined customer and market need	Confidence and professionalism
Competitive advantage	Knowledge of the industry
How the product/service is provided	Ability to answer judges' questions
Sales and marketing	Ability to maintain investor interest
Roles of founders/key players	Visual aids that support key issues
Financial projections	Marketability, operations, risks, forecasts and capital needs

DON'T JUST TELL THE JUDGES YOUR IDEA IS GOOD. SHOW THEM WHY.

Current competition details: rotary5300.org/business-competition

Share the Opportunity

Keep this page, post it, or pass it to a student with a big idea.



Shared by Rotary Club of:	_____
Local Rotary Contact:	_____

Scan for official competition information