

TTEA Business Plan Competition

Cesar E. Chavez High School

TTEA Mission

Social Entrepreneurship – Contribute to the enhancement of people’s lives and professions, organizations and communities that has enduring value.

Business Plan Competition Overview

The competition is intended to teach high school students the basics of starting a business while fostering the entrepreneurial spirit in Houston’s youth. Competition participants will choose an idea for a small business which they can identify with and have an interest in, such as starting a lawn service company, opening a restaurant, launching a web-based business, etc. Participants will be teamed up with mentors who will guide the participants throughout the process. The competition will take place at [Rice University] and be judged by a high caliber panel of judges, which will be comprised of successful entrepreneurs and university faculty.

Competition Requirements

- Executive summary – document (5 page maximum) introducing business idea
- Financial analysis – spreadsheet with financial projections
- Presentation – slide deck (20 slide maximum) to be presented to panel of judges

Notes: All materials will be submitted online. A sample business plan will be included in competition materials.

What Do Competition Participants Receive?

- Real-world opportunity to learn what’s required to successfully launch a business
- Chance to receive mentoring from a young Houston-based professional
- Obtain critical computer skills (i.e. Microsoft Word, Excel, and PowerPoint)
- Opportunities to network with other entrepreneurially-minded Houston teens
- Exposure to the high caliber panel of judges, which will be comprised of successful entrepreneurs and university faculty
- Material to include in college applications
- Scholarships / prizes for top performers

Mentorship Commitment

Mentors, which will include the TTEA members, will be available one to two days a week and will work with project coordinators on refining the business plan outline and setting up a sample business plan (template). Mentor-to-mentee ratio will depend on the number of students participating, but the goal will be 1:1.

Preliminary Timing

- February 2010 – Entrepreneurship education (what is entrepreneurship?, case studies from Mentors Matter book, etc.)
- February/March 2010 – Begin working on business plans
- April 5, 2010 – Business plan package submitted online
- April 8, 2010 – Business plan presentation to panel of judges