



E Squared Competition – 2010

Sponsored by Career Partners, Inc.

The purpose of the E Squared Competition is to expose high school students to real-life business situations both through training by local business people and through the team experience of creating a business venture in a competitive environment. The use of trainers with business experience will reinforce and add relevance to the academic curriculum. The E Squared Competition consists of teams of 4-6 students from Career & Technical classes designing new business ventures and developing business plans to support obtaining financing from the fictitious E Squared Venture Capital Group.

An assessment tool called the “**E Squared Investment Evaluation Rubric**” (Exhibit B) will be used by each judge. Participants should study carefully the weighting system used in the Evaluation Rubric. Return on investment (ROI) and the financial analysis of the proposed venture are of considerable importance.

The E Squared Competition is a significant part of each student’s spring curriculum. In addition to the opportunity to win the competition and substantial scholarship funding, all students will receive grades from their respective teachers.

Note: This, and all documents referred to above, are available on the **E Squared website:**
www.ESquaredCulpeper.com

Rules, Requirements, and Guidelines

The competition requires teams to prepare a written business plan and make an oral presentation to a panel playing the role of the E Squared Venture Capital Group. While minor expenses may be incurred in preparing a business plan and oral presentation, no funding will be provided by Career Partners, teachers, or the school system. This limitation reflects the real-world limitations often found in creating a new venture and will stimulate each team’s resourcefulness.

Mini-Launch of E Squared

Shortly after the start of second semester, there will be an assembly at each school attended by all participating classes. The purpose of the assembly is to introduce the E Squared Competition and provide the reasons why it benefits the students. This motivational event is to assure that all students hear the same message. Teachers will not introduce the program in individual classes.

Selection of Teams

Teams of 4-6 students (5 is the targeted number) will be randomly selected at each high school from Career & Technical classes as selected by the Culpeper County School System's Career & Technical Administrator. Teachers will determine the number of teams based on the total number of students participating and will provide a slip of paper with each student's name. In the presence of three student representatives, a Career Partners board member will draw names for each team and continue this process until all slips of paper are drawn.

It is important to avoid having two or more students on a team who were previously together on a "Finals" winning team. To avoid this, if a name is drawn for a team and the above relationship exists, that name will be put aside and another name will be drawn. When drawing for that team is complete, the rejected name(s) will be placed back in the "hat." If, by chance, this occurs when drawing for the last team, those in attendance will determine the fairest way to resolve the issue.

Kickoff Event

This is a major event attended by all students from both high schools. Its purpose is to provide motivation, a sense of purpose, introduce business community members to the students (and vice-versa), and to provide team-building exercises.

Training

Career Partners will sponsor eleven seminars at each of the two high schools to help students gain a better understanding of creating and running a business. The trainers for these seminars are local business people with expertise in given areas. The goal is to enhance academic instruction by including a real-life business perspective. The lesson plans are prepared with the assistance of a high school teacher and are structured so that students learn how to create and present a meaningful business plan. Seminars include:

- 2 seminars in personal finance
- 3 seminars in business finance
- 2 seminars in marketing
- 2 seminars in business plan development
- 1 seminar in written business plan presentation
- 1 seminar in oral presentation and public speaking

Standards for selection of seminar trainers

- Seminar trainers must have general business knowledge as well as expertise in the specific subject to be taught.
- Seminar trainers must have enough business experience to draw on to provide real-life answers to questions the students might ask.
- Seminar trainers must be recommended by at least one member of the Career Partners Board of Trustees.

Coaching

In addition to seminars, local business people will visit classes at teacher-selected times to work with the E Squared teams. The goal is to have two business people in the class along with the teacher. They will help teams individually and/or work with the entire class at the teacher's discretion.

Written Requirements

Proposal

Each team is required to submit a written proposal which explains the basic concept and scope of the business to be created. This will be submitted to a group of business partners who will either accept, reject, or request modifications to the proposed business. Technical requirements include:

- A single page submission in Microsoft Word
- 12 pt Arial font – single spaced
- Submitted digitally only

Business Plan

The business plan submitted **must** adhere to the format described in the E Squared document entitled E Squared Business Plan Template. Technical requirements include:

- For all planning purposes and spreadsheets it will be assumed that the business will be launched in January 2011.
- A single Microsoft Word document must be submitted both digitally and in printed form
- Primary text portions must be in 12 pt Arial font – single spaced.
- The following spreadsheets are required and must be embedded in the Microsoft Word document:
 - Startup Expenses
 - Sales Forecast (12-month and 4-year)
 - Twelve-Month Profit & Loss Projection
 - Four-Year Profit & Loss Projection
 - Twelve-Month Cash Flow Projection
 - Breakeven Analysis (optional)

Oral Presentation Requirements

- Maximum of 25 minutes allowed per team
 - Presentation: maximum of 15 minutes
Moderator will provide a 2 minute warning
 - Q & A: maximum of 10 minutes
Moderator will provide a 1 minute warning
- All team members must participate
- May also use props, models, displays, etc.

Standards for selection of judges

Panels of judges will play the role of venture capitalists and will judge each team's proposal on the basis of investment potential as presented in both written and oral form. Selection of these judges is subject to the following standards and restrictions:

- Experience in business management
- The recommendation of at least one member of the Career Partners Board of Trustees
- No connection to the school administration or teaching staff other than through Career Partners

- For semifinals - No known connection by blood or marriage to any student in the entire E Squared competition. After all E Squared participating students are identified and the semifinal judges have been tentatively selected, those judges will be sent a list of all students participating and will be asked to review the list and let us know of any conflicts. A conflict will disqualify that judge.
- For finals - No known connection by blood or marriage to any student in the final competition. Immediately after the finalists are announced, the business people selected to be finals judges will be contacted with a list of those students participating in the finals. If any proposed judge has a relative by blood or marriage competing in the finals, that judge will be deemed ineligible.

Judging Procedure

- The winning team(s) will be determined by a panel of judges with business experience.
 - **Semifinals**
 - Three panels of three judges will judge the semifinals.
 - The names of all teams will be randomly drawn to determine which set of judges will hear which team's presentation.
 - All presentations will be made at the same location on a single day.
 - A separate room will be used by each set of judges.
 - The highest two team scores from each set of judges will be the winners and will move on to the finals.
 - **Finals**
 - A panel of six judges will be used in the finals. None of the six may have served as a judge in the semifinals.
- Judges will receive the written business plans along with the Evaluation Rubric several days in advance of the oral presentations. Judges will complete the business plan portions of the Evaluation Rubrics and bring them to the oral presentations.
- The scores awarded for the multimedia and oral presentation portions of the Evaluation Rubric will focus on the effectiveness of public speaking and presentation skills in support of the team's request for financing. It is also very important how well the team members respond to questions from the judges. The judges may ask questions of specific individuals on the team as well as the team as a group.
- Judges will individually score the teams and will not be aware of the scores of the other judges. They will enter a score between 0 and 10 for each element of the Evaluation Rubric.
- The scoring continuum headings on the Evaluation Rubric are clarified below:
 - **Exceeds Expectations** – the information is presented effectively and creatively; nothing more could be expected of an applicant.
 - **Meets Expectations** – the information is well presented. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree.
 - **Below Expectations** – the information presented does not meet minimum standards of acceptability.

- **Little Value** – some major flaw(s) has been noted that damages the effectiveness of the proposal (this may be a major omission, a serious misstatement, poor writing or any other major flaw).
 - **No Value** – the information presented is of no value (does not help the proposal at all).
- Scores in both the semifinals and the final competition will be determined by averaging the total point scores assigned by each of the judges using the Evaluation Rubric. Averages will be carried out to the third decimal place.
 - If a team misses a deadline (enforced to the exact minute), the team will lose 50 points from its final evaluation score for each day a deadline is missed. Teachers will record missed deadlines on the “Penalty Point Assessment Form” and will give this form to the Scoring Team on the day of the presentations. To avoid any possibility of prejudice, judges will not be made aware of any penalty point assessments.
 - Judges will score each team as if it were requesting financing for a real-world project.
 - If two or more teams are tied with the same final score, the panel will decide the winning team by selecting the plan having the highest realistic potential return on investment – notwithstanding the financials presented by the team.
 - All panel decisions are final. No appeals will be considered.

Presentation Day Procedures

Semifinals and Finals:

- Prior to the presentations, teachers with teams in the competition will give the Scoring Team their Penalty Point Assessment Forms. The Scoring Team will enter the deductions in the E Squared Averaging Worksheet.
- Upon arrival for the oral presentations, the judges’ completed Business Plan Rubrics will be collected. Judges will be provided copies of the Multimedia and Oral Presentation Rubric.
- To assure accuracy, a Scoring Team of two people, one appointed by Career Partners and one by the Career and Technical Administrator, will use the E Squared Averaging Worksheet to compute total scores.
- After each team has made its presentation, the judges will give their Evaluation Rubrics to the Scoring Team.
- Teams or members of teams may not be present during oral presentations by other teams until their own team’s presentation has been made.

Semifinals:

- 40minutes will be allocated for each team
 - 15 minutes maximum for presentation
 - 10 minutes maximum for Q&A by judges
 - 10 minutes for the judges to critique the presentation. This is an important element in the learning experience. Judges are asked to provide as much guidance as possible so that the team can improve its business plan and oral presentation for the final competition.
 - 5 minutes for judges to complete the Evaluation Rubrics while the next team sets up

- Evaluation Rubrics will be collected but final scores will not be tabulated until two weeks prior to the finals.
- Team scores will not be revealed to anyone other than the Scoring Team which is responsible for securing the Evaluation Rubrics. The Rubrics and scores will remain strictly confidential. All teams will then refine their business plans and oral presentation in preparation for the final competition. Those teams going to the finals will be announced no earlier than one week before the final competition.

Finals:

- 30 minutes will be allocated for each team
 - 15 minutes maximum for presentation
 - 10 minutes maximum for Q&A by judges
 - 5 minutes for judges to complete the Evaluation Rubrics while the next team sets up
- After all presentations have been made, the judges will make general comments about the presentations while the Scoring Team enters the verified score totals in the E Squared Averaging Worksheet which will calculate the judging panel average.
- The final average scores will be printed and given to the moderator who will announce the winning team.

Scholarship Awards

Substantial scholarship funding is made possible by Culpeper's very generous businesses and individuals. Career Partners and the E Squared Competition are operated entirely by volunteers; however, some minor funding is needed for administrative costs such as copying, printing, advertising, insurance, etc. A maximum of 5% of scholarship donations may be used for these expenses.

Each member of the winning team of the final competition will be awarded scholarship funding subject to execution of the "Career Partners Scholarship Recipient Agreement Form." This form is shown on the following page and is also available on the E Squared website.

The rules stated in this document are subject to change at any time.

2010 E Squared Scholarship Recipient Agreement Form

Student Name: _____

Address:

Award Amount: \$ _____

CONDITIONS OF YOUR SCHOLARSHIP AWARD:

Please read and initial each statement.

- Funds are to be used only for educational purposes in an accredited 2-year or 4-year college, or accredited trade/technical school. Both full-time and part-time enrollment qualifies. **Checks will be made payable to and sent directly to the school.**
- You must graduate from one of the two Culpeper County high schools.
- When funds are needed for your first semester, a Request for E Squared Scholarship Funds form must be submitted to Career Partners along with a copy of your letter of acceptance.
- One half of the scholarship awarded will be available in any one academic year.
- Beginning with your second semester, when funds are needed, a Request for E Squared Scholarship Funds form must be submitted to Career Partners along with verification of continued enrollment and a copy of your grade transcript with a minimum of a 2.5 overall grade-point average (on a 4 point scale). If you fail to attain a 2.5 overall grade-point average, funds will be withheld for the next semester. If, however, a 2.5 overall grade-point average is attained after that semester, the funds for that semester will be paid retroactively as well as for the next semester. **If you fail to maintain a 2.5 overall grade-point average for more than three consecutive semesters, the Career Partners Board of Trustees, in its sole discretion, may terminate its obligation to provide any remaining scholarship funds.**
- Any funds not used within the 60-month period after your graduation from high school will be forfeited.
- I understand that with my permission my name, county of residence, major area of study and professional career goals may be released to donors and local media. Please initial to grant permission. Leaving the blank empty indicates that you do not grant such permission.
- I understand that I must submit all Request for E Squared Scholarship Funds forms to Career Partners, Inc. at least thirty (30) days prior the funds being needed.

I understand the criteria for accepting this scholarship award, and therefore:

AGREE TO ACCEPT

DECLINE TO ACCEPT

Signature of Recipient

Date

Signature of Parent or Guardian of recipients under
18 years of age

Date

Timeline for 2010 E Squared Competition

Thu 1/28	Mini Kickoff
Mon 2/1	Team selection
Fri 2/19	Team announcements/activities during classtime
W/TH 2/24,25	Marketing Plan Seminars
F-W 3/5,8,9,10	Personal Finance/Business Finance Seminars
Fri 3/19	Teams work independently. Decide on team name and project. Emailed by teachers to Mrs. Richards-Lutz by 3:00 PM.
T/W 3/23, 24	Business Plan Seminars
Wed 3/31	Proposals due by 11:00 am via email to Mrs. Richards-Lutz (1 page only).
Wed 3/31	Business partners review proposals, accept or reject, & return to teams.
Wed 4/7	Revised proposals due by 11:00 am via email to Mrs. Richards-Lutz.
Thu 4/8	Written Presentation Seminar
Wed 4/28	Public Speaking/Oral Presentation Seminars
Fri 4/30	Business Plans due from teams by 3:00 pm.
Sat 5/1	Business Plans sent to judges by noon.
Thu 5/6	Division oral presentations
Thu 5/13	Business Plans due from finalists by 3:00 pm.
Fri 5/14	Business Plans sent to judges by 3:00 pm.
Wed 5/19	Oral presentations by finalists
Wed 5/26	Survey Deadline

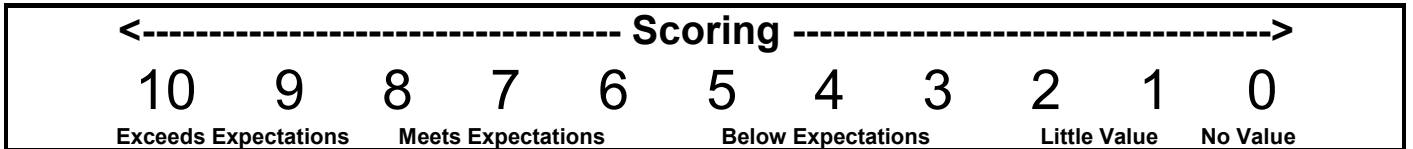


E Squared Venture Capital Group

Culpeper, Virginia

Investment Evaluation Rubric for Written Business Plan

Investment Opportunity: _____ Panelist ID _____



First impression	Weight	Score (1-10)
Funding request & amount of equity offered is presented early in the Plan	2	
Plan is well organized	1	
Plan is professional in appearance	1	
Lack of errors (typos, grammar, spelling)	1	

Concept	Weight	Score (1-10)
Concept is clearly stated early in the Plan	3	
Concept is original and innovative	2	

Market	Weight	Score (1-10)
Target market is clearly defined	2	
Total target market size is estimated	2	
Projected market share is reasonable	2	
The competitive environment is discussed	2	
Competitors & competitive products/services are identified	2	

Data	Weight	Score (1-10)
Data presented is meaningful to the proposed concept	3	
Data is believable and sources are documented	2	
Data is relevant to the target market	2	

Cash Flow	Weight	Score (1-10)
Projected Cash Flow is supported by data	4	
Projection is far enough into the future to be meaningful	2	
Format of the Cash Flow Projection is easy to understand	2	

Revenues	Weight	Score (1-10)
Target market data supports projected revenues	5	
Projected revenues pass the "common sense" test	5	

Costs	Weight	Score (1-10)
Variable & fixed costs are clearly identified	3	
Startup costs are identified	2	
Capital costs are identified	2	
Projected operating costs make sense	3	

Return on Investment	Weight	Score (1-10)
Plan clearly shows what ROI the Venture Capital group can expect	3	
The expected ROI is realistic & believable	2	
Total	60	



E Squared Venture Capital Group

Culpeper, Virginia

Investment Evaluation Rubric for Multimedia & Oral presentation

Investment Opportunity: _____ Panelist ID _____

----- Scoring ----->

10 9 8 7 6 5 4 3 2 1 0

Exceeds Expectations Meets Expectations Below Expectations Little Value No Value

Multimedia Presentation	Weight	Score (1-10)
Clear & concise	3	
Meaningful	2	
Coordinated with oral presentation	2	
Eye-catching & professional	2	
Total	9	

Oral presentation		
Quality of answers to questions from the panel	4	
Overall impression of oral presentation	5	
Team is dressed professionally	2	
First impression - posture, confidence, etc.	2	
Evidence of teamwork in presentation	2	
Team demonstrates maturity & professionalism	2	
Multimedia used properly -- not read	2	
Effective use of props, models, & displays	2	
All members must participate	2	
Smooth transitions from one presenter to the next	2	
Length within guidelines of 15 minutes	2	
Data is believable and sources are documented	2	
Data is relevant to the target market	2	
Total	31	

Should E Squared Venture Capital consider investing in this business?

Yes _____ No _____