

## BUSINESS PLAN COMPETITION TIMELINE

<b>STEP 1</b> OCTOBER 2018 NOVEMBER 2018	<ul style="list-style-type: none"> <li>✓ Brainstorming and Researching</li> <li>✓ Have a Business Plan Idea ready for Conference #2</li> </ul>
QUESTIONS TO ASK YOURSELF?	<p>Does your Business Plan address the following items?</p> <ul style="list-style-type: none"> <li>✓ Description of your product or service</li> <li>✓ Your Target Market/consumers of your product or service that is clearly outlined and described</li> <li>✓ Sequential and organized presentation of your Business Plan</li> <li>✓ Financial needs of your business -How much money will you need to run/start your business?</li> <li>✓ Marketing Plan</li> <li>✓ Company operations</li> <li>✓ Competition -Who is/are your major competitors? What sets you apart?</li> <li>✓ Commitment and passion to the business. What are you willing to do to make your business a success?</li> <li>✓ Performance measurement -How will you measure your financial success?</li> </ul>
<b>STEP 2</b> November 13, 2018	<ul style="list-style-type: none"> <li>✓ Have a Business Plan idea on paper</li> <li>✓ Prepare questions for the WBO that will be volunteering at the conference.</li> <li>✓ Make a list of the resources you will be using</li> <li>✓ Plan out your personal timeline to make time in your schedule for BP writing.</li> <li>✓ START WRITING!</li> </ul> <p style="text-align: center;">Below is a suggested calendar - adapt it according to your own school calendar. The goal is to have a complete DRAFT of your BP by January 14, 2019</p>
<b>November 14-16</b>	<ul style="list-style-type: none"> <li>✓ Description of Business</li> </ul>
<b>November 19-23</b>	<ul style="list-style-type: none"> <li>✓ Target Market / Marketing Plan</li> </ul>
<b>November 26-30</b>	<ul style="list-style-type: none"> <li>✓ Business Operations</li> </ul>
<b>December 3-7</b>	<ul style="list-style-type: none"> <li>✓ Financial Requirements</li> </ul>
<b>December 10-14</b>	<ul style="list-style-type: none"> <li>✓ Performance Metrics</li> </ul>
<b>December 17-21</b>	<ul style="list-style-type: none"> <li>✓ Commitment to Business</li> </ul>

<p align="center"><b>STEP 3</b> January 14, 2019 5 to 7 PM</p>	<p>Optional NAWBO Business Plan Training at Wells Fargo Bank.</p> <ul style="list-style-type: none"> <li>✓ You will get valuable information regarding the Business Plan from WBO</li> <li>✓ Will have time to work on your Business Plan with a mentor.</li> </ul>
<p align="center"><b>January 15-31</b></p>	<ul style="list-style-type: none"> <li>✓ Make changes suggested by mentor</li> <li>✓ Grammar and Spell Check</li> </ul>
<p align="center"><b>February 11-15</b></p>	<ul style="list-style-type: none"> <li>✓ Submit Final Draft for revision by School Champion</li> <li>✓ Give your School Liaison the following documents: <ul style="list-style-type: none"> <li>• Current high school transcript</li> <li>• Community Service Documentation: 6 hours (completed between February 28, 2018 to January 31, 2019)</li> </ul> </li> </ul>
<p align="center"><b>February 18-22</b></p>	<ul style="list-style-type: none"> <li>✓ Reviewed draft returned to student</li> <li>✓ Make final revisions.</li> </ul>
<p align="center"><b>February 24, 2019</b></p>	<ul style="list-style-type: none"> <li>✓ Deadline/Electronically submit Business Plan by 11:59 PM</li> </ul>

**NOTE:** If you have any questions regarding any of the components, send an email to your School Liaison so they can answer your questions and/or forward it to your School Champion.