

BPC BITES 1

WHAT IS BPC?

GET STARTED!

BUSINESS PLAN
COMPETITION **26**



JAN. 22



12 P.M.



COMMONS
110

LUNCH
PROVIDED

SPEAKER



Marie Mayes
Interim Director
Center for
Entrepreneurship

What is the Business Plan Competition?

Develop ideas, build a team, write a business plan, pitch your idea to industry experts for real money.

- The WSU Business Plan Competition is a multi-stage business plan competition presented by the Center for Entrepreneurship.
- This is the **23rd** year we have hosted a competition.
- Gives students an unparalleled opportunity to practice entrepreneurship in a real-world setting and receive guidance from industry experts, plus a chance to win **\$50,250** in prize money!



Why Participate?

- **LEARN BY DOING**

- **Sharpen skills.** Working on a business plan team develops innovative thinking, builds leadership, and refines communication skills.
- **Network.** If you're a finalist, you and your team will present your idea to investors, entrepreneurs, and industry professionals at the competition in April. Finalists also have the opportunity to exchange ideas with judges over dinner.
- **Prepare for your future.** Take what you've learned and apply it in an existing company or new venture.

- **LAUNCH A NEW VENTURE**

- **Move from idea to execution.** Develop, test, and pitch a startup idea with your own team.
- **Get advice and mentoring.** Seasoned entrepreneurs, industry experts, and entrepreneurship faculty mentors devote countless hours to help students navigate the entrepreneurial process.
- **Build momentum.** Take your experience in the competition and invest in the growth of your venture.



Why Participate? **PRIZE MONEY!**

COLLEGIATE LEAGUE

SEL Grand Prize – \$10,000

Second Place – \$8,000

Entrepreneurship Advisory Board -

Third Place – \$7,000

Fourth Place – \$4,000

Fifth Place – \$2,000

OPEN COLLEGIATE LEAGUE

Foster Garvey Grand Prize – \$5,000

HIGH SCHOOL LEAGUE

Grand Prize – \$3,000

Believe in Me Foundation High School Prizes

Second Place– \$2,000

Third Place– \$1,000

Fourth Place \$750

MERIT PRIZES

Best Tech Venture– \$2,500

Best Social Impact Venture \$2,500

Best Trade Show Prize - \$2,500



Student Stats 2025

- **50** WSU Teams, **113** Students
- **64** High School Teams, **127** Students
- **32** Open League Teams, **108** Students from MIT, Stanford, Johns Hopkins, Vanderbilt, Montana Western, Eastern Washington University, WSU Tri-Cities



Form a Team or Join a Team

Team Building/Hiring Tips

1. Recruit people who align with your vision
 - Build a company with a clear mission and vision that excites and inspires
 - Commitment model which prioritizes loyalty in the company, as people are hired for culture alignment and passion for the cause.
2. Keep a lean team but be honest when you need to fill gaps
3. Be proactive about sourcing talent/networking
4. Connect on LinkedIn with a short one-liner message in the request and ask to grab coffee.
5. Ask the Right Questions – recruit for work ethic, drive and passion



Start by Registering Your Team before Friday, March 13

- [WSU BPC Website](#)
- One member of your team must be an undergraduate enrolled spring semester 2026
- No limit on # of team members but only 4 can present in the Presentation Round



Round 1: Screening Round

**1-page Executive Summary Due – Friday,
March 27**

Overall tips:

- Review rubric
- Have a heading for every rubric category
- Make the summary visually appealing



Screening Round Review

- Each summary is reviewed by three (3) judges
- The top 20 teams with the highest scores will advance to the Presentation Round



Screening Round Rubric

BUSINESS PLAN 26
COMPETITION

Executive Summary Rubric

This rubric provides the guidelines and scoring criteria for one-page executive summaries. Scores range from 0 (the section is omitted completely) to 5.

TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
OVERALL IMPRESSION OF EXECUTIVE SUMMARY: <ul style="list-style-type: none"> Does the summary make the reader want to learn more? Is the summary well written and succinct (one page only)? Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)? 	
TEAM: <ul style="list-style-type: none"> Does the summary describe team members' skills, experience, and roles and how they're uniquely positioned to build a great company? Are gaps in skills or experience acknowledged and addressed? 	
PROBLEM: <ul style="list-style-type: none"> Does the team understand the customer problem the product or service solves? Is it clearly articulated and quantified? 	
VALUE PROPOSITION: <ul style="list-style-type: none"> Is the value proposition clearly stated? Does it describe how the product/service meets customer needs? Are benefits quantified? Has sufficient primary market research been conducted that demonstrates need for the products or services? 	
MARKET OPPORTUNITY: <ul style="list-style-type: none"> Is the market size, addressable market, growth potential, and composition described? 	
COMPETITIVE STRATEGY: <ul style="list-style-type: none"> Has the team analyzed its competitive space? Does the summary clearly identify the company's initial competitive advantage or differentiator? Does the team have an adequate strategy for defending their market position? 	

BUSINESS PLAN 26
COMPETITION

TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
GO TO MARKET STRATEGY: <ul style="list-style-type: none"> Is it clear how the company will reach its initial customer? Is a sales strategy identified? Is the distribution plan defined and reasonable? 	
TRACTION: <ul style="list-style-type: none"> Has the team made progress toward any milestones (MVP, customer agreements, partnerships)? 	
REVENUE MODEL AND FINANCIAL PROJECTIONS: <ul style="list-style-type: none"> Is the revenue model described for each customer segment? Are financials consistent with the plan and assumptions realistic? 	
FUNDING AMOUNT REQUIRED AND SOURCES: <ul style="list-style-type: none"> Is the amount of funding sufficient for the team to achieve its goals? Are the sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.) realistic and achievable? Have they laid out a realistic timeline for the fund raise? 	
TOTAL	



Round 2: Zoom Presentation Round

Submit **4-7-page executive summary and pitch deck due by Friday, April 17**

- Five leagues of 4 teams each league **(20 teams)**
- Top five teams coming out of the screening round will be seeded into the five leagues so that the teams are not competing against each other
- Judges will review your executive summary March 30 – April 4
- Pitch deck submitted is for their information only and will not be scored
- You can present an updated version of the pitch deck.
- Full financial statements are required!
- You will present on Zoom to judges, Friday, April 24



Presentation Round Timing on Zoom

Presentation, Friday, April 24 on Zoom

8:45 AM – 11:00 (5 leagues each one a separate Zoom meeting)

Team 1 – 8:45 – 9:15

Team 2 – 9:15 – 9:45

Break: 9:45 – 10:00

Team 3 – 10:00 – 10:30

Team 4 – 10:30 – 11:00

Format:

5 minutes Tech/Team Setup

15 minutes Presentation

10 minutes Q & A



Presentation Round Scoring

- Teams are scored by 4-5 judges each
- The total score is the sum of the average score for written plan and average score for presentation.



Presentation Round – Written Plan Rubric



Written Business Plan Rubric

This rubric provides the guidelines and scoring criteria for the 4–7-page written plan. Failure to submit a plan that is 4-7 pages and includes full financial statements as appendices will result in disqualification, no exceptions will be made. Scores range from 0 (the section is omitted completely) to 5.



	Score based on 0 (lowest) to 5 (highest)
TEAM NAME:	
OVERALL IMPRESSION OF BUSINESS PLAN: <ul style="list-style-type: none"> Does the plan engage the reader? Does the business plan make the reader want to learn more? Is the summary well written and succinct? Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)? 	
TEAM: <ul style="list-style-type: none"> Does the summary describe team members' skills, experience, and roles and how they're uniquely positioned to build a great company? Are gaps in skills or experience acknowledged and addressed? 	
PROBLEM: <ul style="list-style-type: none"> Does the team understand the customer problem their product/service solves? Is it clearly articulated and quantified? 	
VALUE PROPOSITION: <ul style="list-style-type: none"> Is the value proposition clearly stated? <ul style="list-style-type: none"> Does it describe how the product/service meets customer needs? Are benefits quantified? Has sufficient primary market research been conducted that demonstrates need for the products or services? 	
MARKET OPPORTUNITY: <ul style="list-style-type: none"> Is the market size, addressable market, growth potential, and composition described? 	
COMPETITIVE STRATEGY: <ul style="list-style-type: none"> Has the team analyzed its competitive space? Does the summary clearly identify the company's initial competitive advantage or differentiator? Does the team have an adequate strategy for defending their market position? 	

	Score based on 0 (lowest) to 5 (highest)
TEAM NAME:	
GO TO MARKET STRATEGY: <ul style="list-style-type: none"> Is it clear how the company will reach its initial customer? Is a sales strategy identified? Is the distribution plan defined and reasonable? 	
TRACTION: <ul style="list-style-type: none"> Has the team made progress toward milestones (e.g., MVP, customer agreements, partnerships)? 	
REVENUE MODEL AND FINANCIAL PROJECTIONS: <ul style="list-style-type: none"> Is the revenue model described for each customer segment? Are financials consistent with the plan and assumptions realistic? Are five years of pro forma financial statements submitted (income statement, cash flows, balance sheet) and do they appear to be achievable? 	
FUNDING AMOUNT REQUIRED AND SOURCES: <ul style="list-style-type: none"> Is the amount of funding sufficient for the team to achieve its goals? Are the sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.) realistic and achievable? Have they laid out a realistic timeline for the fund raise? 	
REQUIRED COMPONENTS (4-7 PAGES, EXCLUDING FINANCIALS): <ul style="list-style-type: none"> Team description Problem description Value proposition Market opportunity description Competitive strategy Go to market strategy Traction description Complete pro forma financial statements for five years (income statement, balance sheet, cash flows) 	YES/NO
TOTAL	



Presentation Round – Presentation Rubric



Presentation Rubric

This rubric provides the guidelines and scoring criteria for presentations. This rubric is only for the presentation and does not reflect scoring for the written plan. Scores range from 0 (the section is omitted completely) to 5.

TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
TEAM: <ul style="list-style-type: none"> Did the team properly introduce themselves (names, roles)? Does the summary describe team members' skills, experience, and roles and how they're uniquely positioned to build a great company Are gaps in skills or experience acknowledged and addressed? How well did the team work together? 	
PRESENTATION: <ul style="list-style-type: none"> Did the team make a quality presentation overall? What was the quality of the team's materials and data? How was the team's ability to answer tough questions? 	
PROBLEM: <ul style="list-style-type: none"> Does the team understand the customer problem their product/service solves? Is it clearly articulated and quantified? 	
VALUE PROPOSITION: <ul style="list-style-type: none"> Is the value proposition clearly stated? Does it describe how the product/service meets customer needs? Are benefits quantified? Has sufficient primary market research been conducted that demonstrates need for the products or services? 	
MARKET OPPORTUNITY: <ul style="list-style-type: none"> Is market size, addressable market, growth potential, and composition described? 	

TEAM NAME:	Score based on 0 (lowest) to 5 (highest)
COMPETITIVE STRATEGY: <ul style="list-style-type: none"> Has the team analyzed its competitive space? Does the summary clearly identify the company's initial competitive advantage or differentiator? Does the team have an adequate strategy for defending their market position? 	
GO TO MARKET STRATEGY: <ul style="list-style-type: none"> Is it clear how the company will reach its initial customer? Is a sales strategy identified? Is the distribution plan defined and reasonable? 	
TRACTION: <ul style="list-style-type: none"> Has the team made progress toward milestones (e.g., MVP, customer agreements, partnerships)? 	
REVENUE MODEL AND FINANCIAL PROJECTIONS: <ul style="list-style-type: none"> Is the revenue model described for each customer segment? Are financials consistent with the plan and assumptions realistic? Are five years of pro forma financial statements submitted (income statement, cash flows, balance sheet) and do they appear to be achievable? 	
FUNDING AMOUNT REQUIRED AND SOURCES: <ul style="list-style-type: none"> Is the amount of funding sufficient for the team to achieve its goals? Are the sources (bootstrapping, friends and family, grants, crowdfunding, loan, angel, etc.) realistic and achievable? Have they laid out a realistic timeline for the fund raise? 	
Please indicate with a check if you would recommend this team for any of the merit prizes listed below: Best Technology Venture ____ Best Social Impact Venture ____ Best Agricultural Venture ____	
TOTAL	



Round 3: Final Round – Top 5

The winner of each league will advance to the Final Round, **Thursday, April 30**. This is open to the public in the CUB Junior Ballroom.

Schedule: 1:45 – 5:00

Opening Remarks 1:45 – 2:00

Team 1 – 2:00

Team 2 – 2:30

Team 3 – 3:00

Break: 3:30 – 3:45

Team 4 – 3:45

Team 5 – 4:15

Format:

5 minutes Tech/Team Setup

15 minutes Presentation

10 minutes Q & A

- The teams are scored by 4-5 judges
- Carry forward scores from Round 2.
- Rubrics are the same.





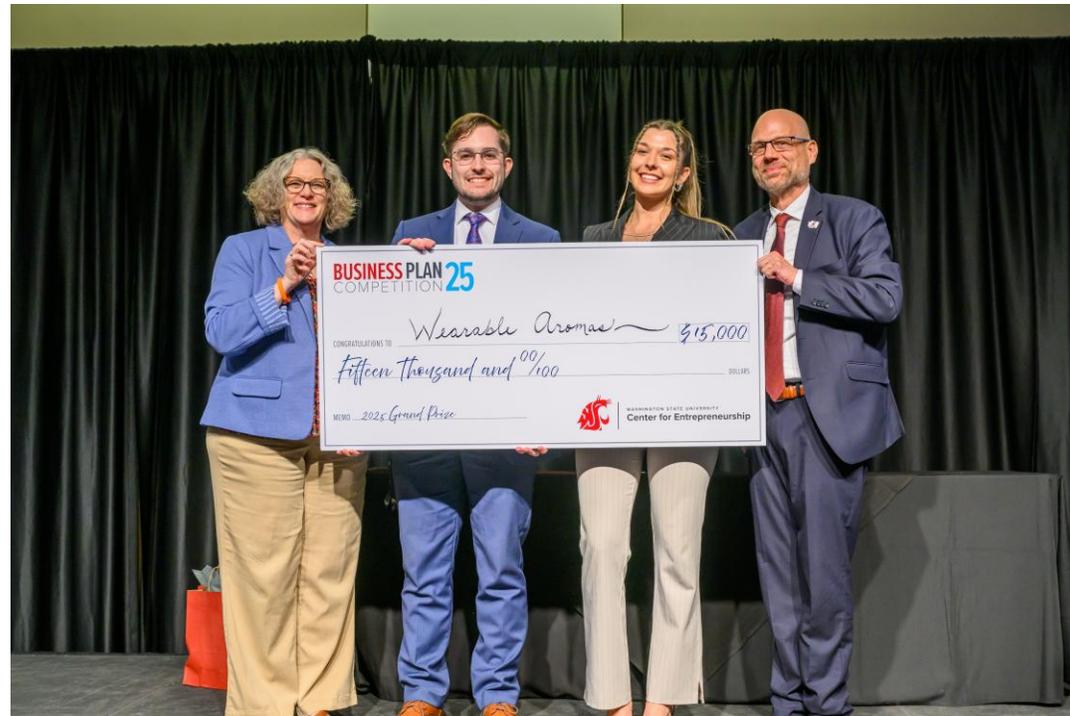
Trade Show

- **Thursday, April 30** immediately following the conclusion of the Final Round. The top 20 WSU Teams, Top 4 High School and Top 5 Open League Teams are required to participate in a Trade Show in the CUB Senior Ballroom **5-6:00 PM**
- Best Trade Show Team is awarded a prize!



Awards Dinner

- Thursday, April 30 Awards Dinner follows from 6:00 – 8:00 PM.



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