

2015 Business Plan Performance-Based Assessments Rules and Guidelines

Information on the PBA

Website: www.highschoolplans.org

Email: pace@hawaii.edu

ABOUT

The High School Business Plan Performance-Based Assessment (PBA) is a joint program developed by the State of Hawai'i Department of Education and the Pacific Asian Center for Entrepreneurship (PACE) at the University of Hawai'i at Mānoa Shidler College of Business. It is designed to:

- Promote entrepreneurship in Hawai'i by supporting a high quality entrepreneurship curriculum and educational experience throughout Hawai'i public schools.
- Establish a mechanism to connect business community mentors to serve as a resource for high school teachers of Career and Technical Education (CTE).
- Provide Hawai'i's secondary students with hands-on, professional experience through which classroom concepts and theories can be applied and tested.
- Enhance general understanding of the importance of entrepreneurship to the State's economy.

RULES

- Eligibility: Students who have completed a core and cluster course and are currently enrolled in or have completed the Entrepreneurship course.
- CTE teachers may enter any number of teams. Priority participation will be given to students completing the Entrepreneurship program of study.
- Team members must be enrolled in the CTE teacher's CTE course. A CTE course is one that has a "V" designation in the 2006 ACCN or a "T," excluding "TC," designation from the latest laser version of the ACCN.
- Each team must have two to three members.
- All team members must be present during the PBA. Disqualification will result if all members are not present by the start of the PBA.
- All students must attend the final presentations. Attendance will be taken.
- Each team must bring their own equipment and computers pre-loaded with the appropriate software. The organizers will not be responsible for compatibility and other technical issues.
- All team members must be dressed in appropriate professional attire. See professional attire guidelines.

EVENT OVERVIEW

Teams of students will create and present a business plan for a NEW venture. (Franchise businesses are not allowed.) Prior to the PBA, teams will submit a comprehensive written plan that includes an executive summary; a market opportunity analysis; marketing, sales and distribution strategies; finance and management statements; and an exit strategy. Students will also take two 50-question exams, assessing proficiency of the Business Core and Entrepreneurship standards.

At the PBA, teams will seek an investment for their new venture from “investors.” Students will also have the opportunity for a comprehensive feedback session with one of the “investors.”

In the afternoon of the first day, finalists will be determined by combining the written plan score, oral presentation score and average team exam scores. On the second day, the finalists will present their business idea to a panel of final round judges, who will determine the winners of the event.

PERFORMANCE-BASED ASSESSMENT PROCEDURE

Project Proposal and Intent to Participate

Due: Noon on Jan. 16, 2015

To participate, teams must complete an online project proposal form at www.highschoolplans.org/business-plan-proposal. The form requests for school information, team information and short description of the new venture. The form will be regarded as intent to participate.

PACE will review the project proposal to assure feasibility of the project within the time available; that the research has a large enough scope; and that the research is framed correctly. PACE will notify teachers by email of approval/denial by January 23, 2015.

Written Plan Drafts

Due: Noon on Feb. 19, 2015

To receive feedback on the students’ business plan, submit ONE PDF FILE at www.highschoolplans.org/submit-draft. PACE will not accept any other file formats (Word, Excel, etc.). The file size limit is 10MB. The written plan must follow the Written Report Guidelines and Formatting Standards. The drafts will be reviewed and feedback/comments will be emailed to teachers on Mar. 2, 2015.

Registration

Due: Feb. 24, 2015

See your school's CTE coordinator for more information. This is the last day to drop without penalty.

Online Examination

Mar. 2-27, 2015

Students must take the Business Core and Entrepreneurship examinations to measure their proficiency of the pathway standards. Students should be familiar with the concepts on the list of terms as they may appear on the exam. The exam will be available online and registration instructions will be announced by the CTE office.

Final Written Plan

Due: Noon on March 12, 2015

ONE PDF FILE at www.highschoolplans.org/submit-bplan. PACE will not accept any other file formats (Word, Excel, etc.). The file size limit is 10MB. The written plan must follow the Written Report Guidelines and Formatting Standards.

Prop Approval Form

Due: Noon on March 31, 2015

Teams may use props and provide judges with other items to deliver their presentation. However, these props must be reported on the Prop Approval Form. Complete the form at www.highschoolplans.org/prop-form.

Advance Teacher Packets

March 31, 2015

PACE will email an Advance Teacher Packet to teachers a week before the PBA event. The packet will include general information, agendas, a hotel map, checklists for teachers and students, information for finalists, and sample summary evaluation sheets. Teachers should read through all of the documents and email pace@hawaii.edu with questions.

Performance-Based Assessment

April 7–8, 2015

- Professional business practitioners and educators will review all written plans prior to the event.
- On the morning of the first day, teams will give a 3-minute oral presentation to the same panel of judges who reviewed their written plan. The teams will seek an investment for their business from the panel. The presentation will be followed by a 10-minute question and answer session with the judges. See the Oral Presentation Guidelines for rules and procedures. Bonus points will be awarded to teams that secure financing from the judges.
- In the afternoon on the first day, teams will meet with a judge for comprehensive feedback.
- In the late afternoon, finalists will be announced, in no particular order. The finalists will be determined by combining the average scores from the written plan, the oral presentation and the average of the core and cluster online examination. The order of the final presentation will be decided by random drawing.
- That evening, the finalists will prepare a 10-minute oral presentation with 10 slides.
- On the second day, the finalists will give their oral presentation to a panel of final round judges. The presentations will be followed by 10 minutes of Q&A. The final round judges will determine the winners of the event. All students must be present for the final presentations. Attendance will be taken.
- See score sheets for judging criteria. Point deductions will be made for non-adherence to guidelines and criteria.

Awards

- Students who meet the proficiency threshold of 70 percent in each category will be recognized.
- Teams whose scores qualify them for first, second and third overall will receive industry-sponsored awards.