



**Pro 2017 – 09
Business Plan Competition
Issue Date: April 10, 2017**

The Children's Board of Hillsborough County, in partnership with the Nonprofit Leadership Center of Tampa Bay, Inc., announces the **12th Annual Business Plan Competition**. The competition is designed to encourage and support social entrepreneurial ventures by Hillsborough County non-profit organizations that result in an earned income business strategy.

Eligibility Requirements:

- Applicants must be a non-profit organization headquartered or doing substantial related business in Hillsborough County serving children and families;
- The business venture may be for a non-profit subsidiary, a for-profit subsidiary or a program of your non-profit organization. Your organization may submit only one business plan to the competition, even if your parent non-profit organization operates more than one business venture.
- Individuals are not eligible to enter the competition.
- The Business Plan must be for a new earned income venture or an earned income venture that has been in operation for less than 24 months as of January 1, 2017.
- Business plans must be for an earned income venture such as, but not limited to, the following:
 - Service-related (fee for service)
 - Product-related (manufacturing and/or sales)
 - Renting or leasing property
- Previous Innovative Business Plan award winners from 2015 & 2016 may not enter the competition.

Awards:

\$25,000 – First Place
\$15,000 – Second Place

Any questions contact: Shelton K. Gilyard, Project Manager
gilyards@childrensboard.org
(813) 204-1728

Calendar of Events

Orientation and Informational Briefing Session

All interested parties are encouraged to participate in a briefing session that will provide an overview of this year's competition, explain the entry process and provide an opportunity for general questions to be answered. Answers provided at the briefing may not change the requirements stated in this announcement unless such answers are issued as part of the written answers to the questions. The PowerPoint presentation and a list of the questions and answers generated by the attendees will be posted on our website.

Information Workshop

Date	Time	Location
Wednesday May 3, 2017	9:00 AM – 11:00 AM	Children's Board 1002 E. Palm Avenue

Letter of Intent

Organizations planning to participate in this year's competition shall submit a **Letter of Intent** to the Children's Board of Hillsborough County. The **Letter of Intent** must be submitted by e-mail and use the email subject line: *2017 Business Plan Competition*. The deadline for receipt of Letters of Intent is described in the table below:

Date	Time	To
Thursday June 1, 2017	4:00 PM	Shelton K. Gilyard, Project Manager gilyards@childrensboard.org

Business Plan Training Sessions

A series of three (3) training sessions will provide participants with information about social enterprise and business plan development. These sessions **are not mandatory**, but are offered to assist participants who are new to social enterprise and/or want additional training in developing a business plan. Individuals that participate in the sessions will also be offered limited technical assistance from Nonprofit Leadership Center of Tampa Bay, Inc. in the development of your organization's business plan. **All sessions will be held at the Children's Board.**

Session 1	Friday June 2, 2017	9:00 AM – Noon
Description of Social Enterprise Venture Industry & Market Analysis		

Session 2	Friday June 16, 2017	9:00 AM – Noon
Marketing Plan Summary Management Plan Summary Operational Plan Summary		

Session 3	Thursday July 20, 2017	9:00 AM – Noon
Return on Investment (ROI) Financial Plan Business Goals & Objectives Packaging Your Plan Feedback on Business Plan		

Submission, Review, and Awards

Deadline for Business Plan Submission	MUST BE RECEIVED BY: 4:00 PM Friday August 4, 2017
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Delivered by US Mail, Courier (local, Fed Ex, UPS etc.) or hand delivered to:
Children’s Board of Hillsborough County 1002 E. Palm Avenue Tampa, FL 33605 Attention: Shelton K. Gilyard, Project Manager

Initial Review of Business Plans	Week of August 7, 2017
Presentations by Finalists	Week of August 28, 2017

Announcement of Winners
September 28, 2017 at 3:00 PM During the Children’s Board of Hillsborough County Board Meeting

**Children’s Board of Hillsborough County
Business Plan Competition
Business Plan Format**

The Business Plan must be submitted on 8-1/2” x 11” paper format on one side only. Use 12 pt. font. 20 maximum pages not including cover page, table of contents or reasonable attachments. Submit 1 original and 5 copies of the complete document, including attachments. Submit the original document without staples or binding to allow for easy duplication. The remaining five copies can be bound or packaged for the review team.

Business Plan Format:

1. **Executive Summary.** Maximum 1 page. Highlights of the key aspects of the business venture. It should include a brief paragraph about each of the major sections of the plan.
2. **Description of the Social Enterprise Venture.** Description of the product/service offering, description of your vision, mission and social enterprise objectives. Describe how this venture represents an innovated approach to a challenge or issue.
3. **Industry and Market Analysis Summary.** Description of your target market, with relevant statistics, target market segment strategy, service business analysis, competitive analysis.
4. **Marketing Plan Summary.** Including objectives, positioning, product/service distribution, pricing, promotion, sales strategy, performance milestones.
5. **Management Plan Summary.** Description of organizational capacity including management team expertise and track record, governance/organizational structure, staffing.
6. **Operational Plan.** Include a description of the assets and expertise available to launch your business venture.
7. **Social Return on Investment (ROI).** Description of ROI to include beneficiaries, expected social outcomes, how organizational mission is support by venture.
8. **Financial Plan.** Include start up funds, breakeven analysis, projected profit and loss, project cash flow, projected balance sheet, business ratio, sources and use of financing, financial return on investment.
9. **Business Goals and Objectives.** Timeline. Includes what will be accomplished and when. Goals cover desired outcomes - both mission and money – while objectives include activities in support of the goal, a quantified outcome, deadlines and persons responsible.
10. **Appendices, Supporting Documents**

**CHILDREN'S BOARD OF HILLSBOROUGH COUNTY
2017 BUSINESS PLAN COMPETITION RATING SHEET**

Applicant: _____ **Rater:** _____

Maximum points available = 100. Two sections with a maximum of 50 points each

Section I: Viability/Social Return (50 Points)

1. Viability: The extent to which the business plan describes how this earned income venture represents a viable approach to a challenge or issue.

0 1 2 3 4

2. Social Return: The extent to which the business plan describes the initiative's potential to demonstrate social return and impact. Is it clear that the organization's mission is supported through this earned income venture?

0 1 2 3 4

3. Return on Investment: The extent to which the business plan describes and illustrates the financial return on the investment. The returns projected are reasonable and the costs are justified in the business plan.

0 1 2 3 4

Scoring for Section I: Total earned points out of 12 maximum: _____.

Conversion to scale: Points earned _____ x 50/12 = _____.

Section II: Business Plan (50 Points)

4. Feasibility of the Business Model: The extent to which the earned income venture presents a credible business model. The business plan is realistic, well organized and understandable.

0 1 2 3 4

5. Understanding the Marketing Opportunity: The extent to which the business plan presents compelling documentation that identifies the earned income venture's customers, competitors, pricing & distribution strategies, and potential barriers.

0 1 2 3 4

6. Operations Plan for the Initiative: The extent to which the business plan describes the operations plan; reasonable time frames are presented for implementation, staffing patterns are realistic, and other key systems unique to the earned income venture are detailed.

0 1 2 3 4

7. Fundability and Leveraging: The extent to which the business plan has described strategies to develop commitments for additional financial support.

0 1 2 3 4

8. Organizational Capability: The extent to which the organization has the internal capacity to carry out the activities described in the business plan and supporting materials.

0 1 2 3 4

9. Management Team: The extent to which the business plan demonstrates that the management team assembled has the expertise, skills, training and capacity to successfully carry out the proposed earned income venture.

0 1 2 3 4

Scoring for Section II: Total earned points out of 24 maximum: _____.

Conversion to scale: Points earned _____ x 50/24 = _____.

Total Score: Section I + Section II = _____

Comments:

Scoring for individual items:

0 = Does not meet/address criteria

1 = Meets/addresses criteria in a minimal way

2 = Meets/addresses criteria in an average manner

3 = Meets/addresses criteria in a very good manner

4 = Meets criteria in a comprehensive manner, outstanding