

2024-25 Concept to Campus Guidelines

State Only Event



Business plans are an effective tool for evaluating, organizing, and selling a new business concept. When proposing to a school administration the starting of a new school business, a well-developed business plan can be a key component. Concept to Campus provides members with the opportunity to prepare a business plan to then take to their school to start a business enterprise on campus. This competitive event consists of a pre-judged report.

Event Overview

Division: High School or Middle School

Event Type: Team of 1, 2 or 3 members

Event Category: Report

Event Elements: Pre-judge Report

Pre-judged Component: 17-page report due March 1, 2025

NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

The business must not currently exist on your school campus.

State

Important FBLA Documents

- Competitors should be familiar with the Competitive [Honor Code](#) and [Code of Conduct](#).

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members must be registered for SBLC and pay the conference registration fee to participate in competitive events.
- Each school may submit up to three (3) entries.
- Only competitors are allowed to plan, research, and prepare their pre-judged component. Advisers may assist in the review of the materials, but the content must be created by the students.
- All members of a team must consist of individuals from the same chapter.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event consists of only a pre-judged report.
- The business must not currently exist on your school campus.
- Pre-judged Report: Concept to Campus
 - **Submission Deadline:** A digital copy will be submitted to BluePanda prior to conference to confirm registration for the event. A hard copy of the final report must be bound and submitted during conference check-in at the State Business Leadership Conference.

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- **Number of Pages:** The report will be no more than seventeen (17) back and front pages.
- The first page (front cover) should include the name of the school, competitor names, state, name of the event, and school year (2024-25) on the cover.
- The second page must include a table of contents and each page must be numbered.
- Divider pages and appendices are optional and must be included in the page count.
- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- Pages must be formatted to fit on 8 ½" x 11" paper.
- The report is judged during SBLC.
- Pre-judged materials will be returned.
- Research: Facts and data must be cited and secured from quality sources.
- Restricted Items: QR codes and links cannot be included in the report.
- Reports will follow this sequence, mirroring the rating sheet:
 - *Executive Summary:* Provides a brief synopsis of the key points and strengths included in the plan.
 - *Company Profile:* Includes basic details of the business, including an overview, mission statement, location, legal structure and governance, organization, and goals.
 - *Target Market:* Provides a brief overview of the nature and accessibility of the targeted audience. Analyzes the market's potential, current patterns, and sensitivities.
 - *Competitive Analysis:* Includes an honest and complete analysis of the business competition and demonstrates an understanding of the business' relative strengths and weaknesses.
 - *Marketing Plan and Sales Strategy:* Demonstrates how the business's product or service will be marketed and sold, includes both strategic and tactical elements of the marketing and sales approach.
 - *Operations:* Provides an overview of business operations on a day-to-day basis, including production processes, use of technology, and processes followed to ensure delivery of products or services.
 - *Management and Organization:* Describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives.
 - *Long-Term Development:* Gives a clear vision of where the business will be in three (3), five (5) or more years. It offers an honest and complete evaluation of the business's potential for success and failure and identifies priorities for directing future business activities.
 - *Financials:* Indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
 - *Appendix:* Includes copies of key supporting documents (e.g., certifications, licenses, school requirements, codes, letters of intent or advance contract, endorsements, etc.).

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Scoring

- The report score will determine the winners in the event.
- All announced results are final upon the conclusion of the State Business Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.

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Concept to Campus Pre-judge Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Executive Summary Provide brief and concise Executive Summary. Convince reader that the school business concept is sound and has a reasonable chance of success	No Executive Summary	<i>Executive Summary is provided but does not show evidence of sound school business concept OR reasonable chance of success</i>	<i>Executive Summary is proved AND show evident of sound school business concept and reasonable chance of success</i>	<i>Executive Summary serves as a strong introduction and transitions into the remainder of the report</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Develop Business Profile Effective date of business Business mission statement/vision Business governance Immediate development goals Overview of business's financial projections	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Present Target Market Target market defined (size, growth, potential, needs) Effective analysis of market's potential, expected patterns, and sensitivities	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Discuss Competition Key competitors identified Effective analysis of competitors' strengths and weaknesses Potential future competitors Barriers to entry for new competitors identified	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Marketing Plan & Sales Strategy Key message to be communicated identified Options for message delivery identified and analyzed including Web process Sales procedures and methods defined	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Operations School Business facilities described Production plan defined and analyzed Workforce plan defined and analyzed Impact of Technology	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-9 points	10-16 points	17-20 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Management & Organization Key employees/principals identified and described advisory committee, consultants, and other human resources identified and described Plan for identifying, recruiting, and securing key participants described	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Provide Long-term Development Goals for three, five, or more years are identified and documented Risks and potential adverse results identified and analyzed Strategy in place to take school business toward long-term goals	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Financials Type of accounting system to be used is identified Financial projections are included and reasonable <ul style="list-style-type: none"> • Year 1 monthly cash flow • Year 1 monthly income statement • Yearly income statements for Years 1, 3 and 5 	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Report Format					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	<i>Had more than specified page count, missing one or more sections and/or does not follow rating sheet</i>	<i>All information presented, but order inconsistent with rating sheet</i>	<i>Information arranged according to rating sheet</i>	<i>Presented in the correct order, correct page count, and includes written transitions between sections</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	<i>Does not format document</i>	<i>Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos</i>	<i>Consistent formatting throughout the report</i>	<i>Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	<i>More than 5 grammar, punctuation, or spelling errors</i>	<i>3-4 grammar, punctuation, or spelling errors</i>	<i>No spelling errors, and not more than 2 grammar or punctuation errors</i>	<i>No spelling error, and not more than 1 grammar or punctuation error</i>	
	0 points	1-2 points	3-4 points	5 points	
Report Total (200 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					