



**Akiptan**  
**Native Youth *Maḥkhičhanyanpi* Business Plan Contest**  
**Scoring Rubric**

Your two part business plan submission will be scored by Akiptan’s panel of judges based on the following components.

**Part 1: Written Business Plan Pitch Scoring**

Element	What to look for
<b>1. Executive Summary</b>	Offers a clear overviews of the key points of the business plan; Objective Products Target Market Marketing plan Competitive approach Finances Plans for operating Key performance indicators
<b>2. Company Description</b>	The idea of the business is clearly conveyed for each of the following:  Mission statement Vision statement Products Market analysis Competitive analysis Sales and distribution plan
<b>3. Organization and Management</b>	Clear plan of roles, chart with roles and definitions. Listing partners, mentorrers, etc.  Internal Staff structure

	<p>Marketing process  Location  Quality control  Inventory  Vendors / Suppliers</p>
<b>4. Operational Documents</b>	<p>Documents need to be as complete as possible. If documents are not available, there needs to be a detailed plan to obtain.</p> <ol style="list-style-type: none"> <li>1. Permits and Licenses (Sales tax permit, business licenses)</li> <li>2. Articles of Incorporation (your state SBA can assist with this)</li> <li>3. By-Laws (your state SBA can assist with this)</li> <li>4. State, tribal or city permits</li> <li>5. EIN # (you will want to visit the irs website to get familiar with the type of business you will create and to apply for a EIN)</li> <li>6. Leases - land, building or other leases</li> <li>7. List of assets - equipment, vehicles, products you own</li> <li>8. Contracts - vendors,</li> <li>9. Property documents (blue prints)</li> <li>10. Labor trade agreement</li> <li>11. Proof of Insurances (crop insurance, building and vehicle insurance attached)</li> <li>12. Tribal Citizenship documents</li> </ol>
<b>5. Financial Plan</b>	<p>Has the following documents built into their business plan as best as they can. 3 year cash flow, balance sheet, profit and loss, sales plan, are listed as thoroughly as possible etc (they won't have tax returns, but may have quotes, receipts and records that explain expenses and loan documents, but may not, this portion should be completed at thoroughly as possible)</p>
<b>6. SWOT Analysis</b>	<p>Has at least 3 to 5 key SWOT analysis listed for each.</p>
<b>7. Supporting Documents</b>	<p>Has as many forms as possible such as cultural monitoring forms, building layouts, food safety certificates. Or has a plan on how or where to obtain them.</p> <ol style="list-style-type: none"> <li>1. Other contracts - NRCS, FSA Programs, Tribal Programs, etc</li> <li>2. Certifications - Business Class, Tribal monitor training certificates, etc</li> <li>3. Advisory mentors - list any available mentors who you can rely on for questions you may have</li> </ol>
<b>8. Validity / Soundness</b>	<p>The business is possible and feasible overall</p>

## Part 2) Verbal Recording Business Plan Pitch Scoring

<b>1.Opening</b>	Clear introduction
<b>2.Introduction</b>	Clear summary of their overall business
<b>3.Problem and solution</b>	Clear summary problem and solutions to the problem
<b>4.Target market / Industry</b>	Who their target audience is, how they will market in that industry and community
<b>5.Sales plan</b>	Key points of the business plan, not too wordy (concise), visuals added (if they have a power point)
<b>6.Organization and Management</b>	Clear plan of roles, chart with roles and definitions. Listing partners, mentors, etc.
<b>7.Financials or Funding needed</b>	Quick overview of - this is our funding source, this is what we are expecting for our first year of net income, see my business for more information
<b>8.Presentation</b>	Are they speaking clearly and confidently, are they proud of their plan, are they representing their business in a professional manner, is the audio clear.