



## TRANSPORTATION: YOUR RIDE TO THE FUTURE! High School Business Plan Competition

Ready to be an entrepreneur? Showcase your creativity and great ideas by creating a business/product and pitching it to the VDOT Career Fair panel of judges! You can enter the competition individually OR with a partner to win a prize! Your business/product should positively impact transportation, the environment, quality of life for residents or solve a problem.

**1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners will receive a monetary prize the day of competition.**

Your company can offer a physical product or a service, but it should not just be a copy of something already offered ... BE CREATIVE! ***Think outside of the box ...and showcase the “Transportation: Your Ride to the Future” theme.***



**You will need to include the following in your project:**

**Part 1:** A typed 1-page summary/outline about your company including:

1. the company's name and objectives
2. the company's mission
3. the company's basic details (company location, senior management's names and roles, when founded, logo and slogan, etc.)
4. a brief description of the product or service
5. how you came up with the idea for your product/service
6. the top 3 problems your product/service are addressing

**Part 2:** A 5- slide presentation on your entire project – rubric outline is below

### **PowerPoint Presentation Rubric:**

**Cover Slide** (*include your company name OR logo & your name*)

**Slide #1:** Company Name and Objectives *and* Company Mission Statement (*sentence(s) allowed for this slide*)

**Slide #2:** The Marketing Mix: Product, Place, Price, Promotion (*use bullet notes*)

**Slide #3:** How You Came Up with the Idea for your product/service (*use bullet notes*)

**Slide #4:** Top 3 problems your product/service are addressing (*use bullet notes*)

**Slide #5:** Complete the Sale with a powerful closing sales pitch that answers "Why is this product worth buying?" "How does this product/service impact transportation and show innovation?" (*this will make or break the VDOT panel of judges investing in your project*)

**Remember to include pictures and other graphics, not just plain text on slides**