



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.

1st, 2nd, and 3rd 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