

Workshop #1: Business Plan

The initial FLEX Workshop is a kickstarter course on understanding and writing business plans. This is an abstract concept for most students, and most business plans that are submitted will be weak, but that's part of the process!

Purpose and Goal:

The goal of FLEX Workshop #1 is to equip students to write a clear and effective business plan that outlines their business idea. This workshop should go over all of the elements of a business plan that the Round 1 Judges will be looking for.

When and Where:

Host this workshop after students have submitted their Management Team Applications. Students should have some idea of what their business will be so they can better think through their business plan. Host this workshop on campus or at a local conference room. Record the workshop so that it is available to students virtually.

Tips:

Since most professionals do not write business plans everyday, you may want to utilize one of your business teachers to lead this workshop. This is a great way to get more teachers involved in the competition.

Utilize the Business Plan Outline and the Judging Criteria to structure this workshop.