6.10.1 Business Plan Submission

A formal business plan must be completed and entered through the FIRST Student Team Information Members System (STIMS) [https://my.usfirst.org/stims/site.lasso](https://my.usfirst.org/stims/site.lasso).

The Awards Submission section of STIMS will open for submissions at **Noon Eastern Time on Thursday, November 8, 2012** and close for submissions at **Noon Eastern Time on Friday, February 22, 2013**.

6.10.2 Guidelines

- A formal business plan is uploaded in PDF format into STIMS ([https://my.usfirst.org/stims/site.lasso](https://my.usfirst.org/stims/site.lasso)).
- The team has a clear concept or approach to building their team and functions as a complete unit.
- They assumed risks and were successful in managing that risk, dealing appropriately with adversity and unexpected events.
- They had a plan and executed it successfully.
- They understood the goals of the competition and the goals of FIRST.
- They demonstrated sustainability through, for example, succession and contingency planning.

**Business Plan Template**

**The Executive Summary**

The Executive Summary is your chance to tell a story and should be no longer than two pages. It provides a concise overview of the plan along with a history of your team. This section tells your reader where your team is and where you want to take it. It’s the first thing your readers see, therefore it is the thing that will either grab their interest or make them want to keep reading or make them want to put it down and forget about it. More than anything else, this section is important because it tells the reader why you think your business idea will be successful.

**Contents of the Executive Summary:**

- The Mission Statement – briefly explains the thrust of your business. It could be two words, two sentences, a brief paragraph or a single image. It should be as direct and focused as possible, and it should leave the reader with a clear picture of what your business plan is all about.
- Date the team began
• Names of the founders and the functions they perform
• Number of team members
• Location of team and who are your sponsors
• What you do/services rendered
• Relationships and information regarding current sponsors
• Summary of team growth – what have done in the past leading up to this point.
• Summary of team’s future plans – what are your plans for growth in the next 12 months in the areas of sponsorship, team and community outreach (including helping FIRST grow)

With the exception of the Mission Statement, all of the information in the Executive Summary should be highlighted in a brief, even bulleted fashion.

6.10.3 Eligibility

Teams are eligible to win the Entrepreneurship Award at any event they participate in.