

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

The Purpose

The purpose of the Franklin County High School Business Challenge is to encourage students to create their own fictional, yet profitable and sustainable business plans. This task allows students to exercise both creative thinking and critical analysis skills in establishing plans for sustainable enterprise that are socially and environmentally responsible and financially effective. Plans are evaluated by members of our county's business community, and finalists are invited to pitch their plans at the Franklin County High School Business Challenge event. Scholarship dollars are awarded to the winning team(s).

Encourage your students to take part in this awesome opportunity. The Franklin County High School Business Challenge allows students and business people to be actively engaged in each other's worlds. After all today's student are our future business leaders of tomorrow!

The Scenario

In Franklin County and around the world there's a new market for sustainable enterprise: businesses that are socially responsible, environmentally conscious and economically viable. The Franklin County High school Business Challenge invites teams of student entrepreneurs to develop and pitch business plans for sustainable enterprise they believe would meet the aforementioned criteria, best serve the region and its residents, and financially succeed in Franklin County, Pa. Each business proposal must address and embrace the principles of triple bottom-line sustainability: people, planet and profit. All proposed plans will be evaluated to determine which company could generate the largest and quickest return on investment, create the most new jobs in the region, and operate in a socially impactful and environmentally conscious way.

Judging

Written business plans will be evaluated by members of the Community Education Coalition Employability Group. Oral presentations (pitching of proposals) will be judged by a panel of local leaders. In both instances, judging criteria will be based on the ingenuity shown in the selection of a business and target market as well as the thoroughness and completeness of the plan, the integration of triple bottom-line sustainability and the accuracy of the research provided. Final judging and selection of the Challenge winner will take into account the student teams' business plans, their overall proposal pitches and the manner in which they respond to judges extemporaneous questions during their presentation.

FRANKLIN COUNTY HIGH SCHOOL BUSINESS CHALLENGE

Contest Rules

1. Gather **three to five students per team** in **grades 9-12** along with a faculty advisor. A maximum of five teams may participate from each school.
2. Select an attention-grabbing, distinctive, sustainable business to create, develop and analyze.
3. Submit the **Intent to Participate form by December 2, 2016**. This document confirms the intended participation of your student team(s). Your teams' business plans are NOT due at this time.
4. Develop a sound, comprehensive and sustainable business plan. All research should take into account other similar business in South Central Pennsylvania that may act as competition to your teams' companies. The plan should be developed around principles of **Triple Bottom-Line Sustainability**. Also, all research must be properly cited in the form of a bibliography.
5. All students will receive a **business mentor** to help with the completion of their projects. The business mentors have committed to spending an appropriate amount of time with their assigned student team to properly guide them through the business development process. School districts that have submitted their **Intent to Participate forms** will receive the name and contact information for their mentor(s) the week of **January 9, 2017**.
6. Submit completed plans for judging by **March 9, 2017 at 5 pm**. In the first-round judging all entries will be reviewed and the top plans will be selected to move on to the second and final round. Plans should be mailed to Robin Harmon, Greater Chambersburg Chamber Foundation, 100 Lincoln Way East Suite A, Chambersburg, PA 17201 or emailed to rharmon@chambersburg.org.
7. **Finalists present their proposals** to a panel of judges. Teams will develop and pitch their proposals (five-minute maximum time limit) to a group of local business people at the Franklin County High School Business Challenge event on **April 19, 2017**.
8. **Scholarship prizes**, based on the amount of sponsorship acquired, will be awarded to the highest-scoring team(s).

Inquires

Comments or questions may be directed to Robin Harmon at (717) 264-7101 x205 or rharmon@chambersburg.org.