



Step 1: Contact Information Page

Note: This page will strictly be used to coordinate contest logistics, and will not be given to the judges.

First Name: _____ Last Name: _____

Business Name: _____

Business Website (if applicable): _____

Parish: _____ 4-H Agent: _____

Applicant's Birthdate: _____

Applicant's Mailing Address: _____

Applicant Phone: (____)____-____ Applicant Email: _____

Which phase is your business in? This will determine which contest division you will be placed in. Please check one and explain in the space below:

Ideation: Research & Development

Up and Running: Growth & Expansion



Strictly a concept, idea or prototype. In the process of fully defining needs to address and researching potential solutions, competition, designing possible products, quality testing supplies, production pricing, etc.

Made at least one sale. Actively selling and promoting the product or service to grow sales and customers, or in the process of expanding to new markets, etc.



Step 2: Background Information

Business Name: _____

1. If you are entering the **“Ideation”** Division: Do you plan to invest in anything, in order to launch your business? (examples: a camera, baking pans, craft supplies, business cards, etc.)

- or -

If you are entering the **“Up and Running”** Division: What have you invested in to start your business (if applicable)?

2. When did you first begin working on the idea, and how did you come up with it?

3. What was the gross income from your business in the past 6 months (if applicable)? What was the net income? If you are not currently generating income, skip to question 4.

Gross Income in the past 6 months: \$ _____

Net Income in the past 6 months: \$ _____

4. What attempts have you made to launch, build or grow your business? Please describe each attempt and its outcome.

Step 3: Business Plan

Suggested Outline **(maximum 2 pages, including the projected budget)**

- Business Name and Description
 - Background information
 - Product or service offered
- Target Market
 - Who is your target market (audience) for the product or service?
 - How big is your target market?
 - Who are they? Where are they? What do they like?
 - Age Range
 - Interests (travel, books, animal lovers, etc.)
 - Define and describe how the product/service meets their needs.
- Operations and Management
 - How will the business be run?
 - Where will it be run?
 - Who will be involved?
- If **product-based**, insert Diagram and a Description of the Operating Space
 - Is it well laid out and efficient?If **service-based**, insert a Work Flow Diagram and a Description of the Operation
 - Is it well laid out and efficient?
- Product/Service Description
 - Highlight Quality
 - Explain innovative or creative qualities of the product or service?
 - What's the secret sauce of your product? What makes it stand out from the competition?
- Marketing Strategy
 - How do you plan to promote your product or service to your target audience?
- Sales Strategy
 - How is your product priced?
 - How will it be distributed to customers?
 - What are you doing to strengthen customer service for your business?
- Financing
 - How would a monetary investment be used to strengthen your business?
- Projected Budget
 - Include a projected 6-month budget for your business.

Tiger Tank Business Plan & Pitch Outline 2022



Sample Product-based Business Projected Budget:

Baking Business

June 2020- November 2020

Income (money earned)

Farmer's Market Sales		\$80	
School Homecoming Dance Sale	\$40		
Total INCOME			\$120

Expenses (money spent)

Ingredients			\$30
Cake Pans			\$70
Packaging			\$15
Business Cards	\$20		
Total EXPENSES			\$135

Total Revenue (Revenue= Income- Expenses) -\$15 (loss)

Sample Service-based Business Projected Budget:

Website Design Business

June 2020- November 2020

Income (money earned)

Z-Best Tire	\$50		
Pet Tricks & Treats	\$30		
Burger Station	\$40		
Total INCOME			\$120

Expenses (money spent)

Social Media Advertising	\$10		
Business Cards	\$20		
Total EXPENSES			\$30

Total Revenue (Revenue= Income- Expenses) \$90 (gain/profit)

Tiger Tank Business Plan & Pitch Outline 2022



Tiger Tank Scorecard

Business Name: _____ Judge: _____

Please evaluate the contestant based on the categories below. Include constructive feedback as you see fit on each category.

Business Plan Packet:

1	Business Concept (practical, well-thought out business name description of your business)	/ 5
2	Target Market (define and describe how the product meets their needs)	/ 5
3	Operations and Management (how and where the business will run and who will be involved)	/ 3
4	Product-based: Diagram and Description of the Operating Space Service-based: Work Flow Diagram and a Description of the Operation (Is it well laid out and efficient?)	/ 2
5	Product/Service Description (quality, creativity, innovation)	/ 5
6	Marketing Strategy (promotions and advertising)	/ 5
7	Sales Strategy (price, distribution, customer service)	/ 5
8	Financing: How would a monetary investment be used?	/ 5
9	Budget (How much money is needed and for what, how will money be made and spent, projected cash flow)	/ 2
10	Professionalism of the document (free of typos and grammatical errors, clear and consistent)	/ 3

_____/40

Pitch Evaluation: Participants were asked to cover the following in their pitch. Please rate each section.

1	A description of the need that customers have for your product (What makes them need or want what you are offering?)	/ 3
2	Solution to the Customers' Needs/Wants (description of your product or service)	/ 10
3	Explain Product/Service Design & Market Advantage (What's your secret sauce, what makes your product better than other options?)	/ 5
4	Business Model (How do you plan to make money? (What is your sales/marketing strategy? What are your sales goals?)	/ 10
5	Financial Plan (How much start-up money do you need to run the business until it makes money itself?)	/ 5
6	Required Digital Display to include 1 Power Point Slide or 1 Prezi Overview Page (Additional options include prototypes, posters and props. These should be catchy and visually appealing.)	/ 10
7	Ability to Answer Questions Clearly and Knowledgeably	/ 10
8	Overall Professionalism (clarity, poise, attire, confidence, passion, motivation)	/ 5
9	Business Plan is relevant to Product Pitch	/ 2

_____/60

Comments/Notes:

Final Score: _____/100

Supplemental Contest Material:

You're going to be pitching your business plan to some of the savviest Tigers in Louisiana, so be ready to answer some tough questions to justify why your business deserves to win.

Tip: Your pitches should be customer-focused. A passionate young entrepreneur can make a compelling argument for why they feel their business should be supported, but they must tie their argument to what their product or service can do for their customer market for the Tigers to bite. Use your creativity!

Required: Professional Display- 1 Power Point Slide, 1 Canva Slide, or 1 Prezi Overview Page

- *Optional* Additional options include prototypes, posters, marketing piece, and props. These should be catchy and visually appealing.

Sample Pitch Outline:

- The Problem (Describe the need that customers have for your product.)
- The Solution (Describe how your product meets your target market's needs/wants.)
 - Include the target market (audience) your business is seeking to serve and why. (Examples: travelers, adults, youth, athletes, artists, animal lovers, etc.)
- Explain Product/Service Design & Market Advantage (What's your secret sauce, what makes your product better than other options?)
- Business Model
 - What is your sales/marketing strategy?
 - Briefly explain the basic performance metrics of the business, such as how you plan to make and spend money.
 - What are your goals?
- Financial Plan
 - How much start-up money do you need to run the business until it makes money itself?
 - Know your projected budget and be prepared to defend it.
- Be Prepared to Answer Questions Clearly and Knowledgeably