



Young Entrepreneurs of the RGV Project Objectives

Target Participants – 9th thru 12th grade students enrolled in Career and Technology Education (CTE) programs of study

Challenge - Generate business ideas aligned with the teams' CTE training programs

Support – Successful RGV entrepreneurs and college instructors will serve as mentors for teams progressing to the finals

Individual Benefit - Develop leadership, teamwork, communication skills, critical thinking and soft skills necessary for success

**SUBMIT YOUR INTENT
TO COMPETE FORM**

DUE DATE:

December 4, 2019 by 4:00 pm

EMAIL TO:

rgvlead@rgvlead.org

1ST ROUND OF JUDGING

TWO MINUTE PITCH VIDEO FOR PRELIMINARY JUDGING

Due: December 13, 2019
by 4:00 p.m.



**#1 Upload to RGV LEAD
YouTube** Instructions will be
emailed to you after you submit
your Intent to Compete form

**#2 Email you Lean
Business Plan Template**
to rgvlead@rgvlead.org

SUBMIT VIDEO PITCH & LEAN BUSINESS PLAN

**Upload your
Pitch Video to
the RGV LEAD
YouTube**

THE LEAN BUSINESS PLAN TEMPLATE - Your business plan on a single page. Bplans

IDENTITY

PROBLEM WORTH SOLVING OUR SOLUTION

TARGET MARKET THE COMPETITION

SALES CHANNELS MARKETING ACTIVITIES

REVENUE EXPENSES

MILESTONES

TEAM AND KEY ROLES PARTNERS AND RESOURCES

**Due
December 13, 2019
by 4pm**

Email your completed Lean Business Plan to rgvlead@rgvlead.org

2 Minute Pitch Video

<https://nwentrep.com/pitch-video-resources/>

Pitch Video Evaluation: The highest scoring pitch videos will:

Be compelling...

- Show your passion for the project and why it is necessary/important

Share the details of your project...

- What it is you are doing and who is the target audience

Demonstrate quality and professionalism...

- Video presentation is creativity
- Video holds the judges' attentions

Include the dollar amount ...

- How much are you seeking to raise
- What it will be used for
- How much it will cost you to create your minimal viable product



7 ELEMENTS OF AN ENTREPRENEURIAL PITCH

([HTTPS://WWW.YOUTUBE.COM/WATCH?V=FS6NUU0Q-OE](https://www.youtube.com/watch?v=FS6NUU0Q-OE))

1. What's the **problem** you are trying to solve?
2. Who are these **individuals** that will benefit?
3. What is the **product** you will deliver to these ?
4. What is the **competition**?
5. How are you going to make **money**?
6. What resources they have that you want?
7. How are you going to create value in what you have to offer?

JUDGING OF PITCH VIDEO

JANUARY 9, 2020



**Teams do not attend this judging event.
Notification of top team finalists will
be done by January 14th.**

Young Entrepreneurs of the RGV
Entrepreneurship Pitch Video Scoring Rubric/Rating Sheet

Judge Number: _____ Team Number: _____

Evaluation Criteria	Below Average	Average	Good	Excellent	Points Awarded
	1-2	3-5	6-8	9-10	
Business idea addresses a relevant problem and/or need					
Target consumer(s) is evident					
Clear product/service that will be provided					
Potential Competition mentioned					
Potential for financial success					
Key resources needed					
Clear value of product/service					
Creative video approach					
Effective communication					
Effective Lean Business Plan					
Total Pitch Video and Lean Business Plan points (100 maximum)					

Judge's Comments: _____

Business Development Workshop

Thursday, February 6, 2020



Guidance and mentorship
for finalist teams.

Time: 9:00 a.m. – 2:00 p.m.

Location: Center for Innovation and
Commercialization

Address:

307 E. Railroad Street, Weslaco,
Texas

Register for the Workshop
by January 21, 2020
(registration form will be sent to finalists)

Business Development Handouts

#1 Intent to Compete Form (due Dec. 4th by 4:00 p.m.)

#2 The Lean Business Plan Template (due Dec. 13th by 4:00 p.m.)

#3 Business Plan/Executive Summary / Pitch Deck Checklist

#4 Judging Rubric

#5 Pitch Video Judging Rubric

These additional handouts will be emailed to your sponsor:

#6 Business Plan for a Startup

#7 Start Up Expenses Excel Template

#8 UTRGV CIC Pitch Deck Template

YOUNG ENTREPRENEURS OF THE RGV SUMMIT

APRIL 30, 2020

TIME: 9:00 A.M. – 2:00 P.M.

LOCATION: CENTER FOR INNOVATION AND COMMERCIALIZATION

ADDRESS: 307 E. RAILROAD STREET, WESLACO, TEXAS

REGISTER FOR THE SUMMIT BY APRIL 10, 2020

Young Entrepreneurs of the RGV Summit Judging Criteria

Submit 3 copies of written business plan when signing in that morning

Oral presentation visuals should be brought in on a pin-drive

10 minute maximum presentation (will be stopped at 10 minutes)

Young Entrepreneurs of the RGV
Entrepreneurship Scoring Rubric/Rating Sheet

Judge Number: _____ Team Number: _____

Evaluation Criteria		Below Average 1-2	Average 3-5	Good 6-8	Excellent 9-10	Points Awarded
Written Business Plan	Executive Summary for Business					
	Description of Business					
	Business Objectives (vision)					
	Proposed business strategies					
	Description of Product(s) and/or service(s)					
	Management Structure (ownership of business)					
	Market analysis					
	Financial Analysis (start up business costs)					
	Overall appearance, conciseness and completeness					
	Subtotal Written Business Plan points (90 maximum)					
Oral Presentation	Opening and summary					
	Effective communication					
	Utilized visuals/technology					
	Supporting Documents					
	Answered Judges' questions					
	Subtotal Oral Presentation points (50 maximum)					
TOTAL BUSINESS PLAN POINTS						

Judge's Comments: _____

For More Information

**Contact
RGV LEAD
at rgvlead@rgvlead.org**