BUSINESS PLAN

The business plan is an important document for all teams and especially those that want to submit for the **Team Sustainability Award**. Think of your team as a small business - you need a strong understanding of its organization, finances and long-term goals.

You don't need a business plan to be eligible for the Team Sustainability Award, but it can be really helpful! As well as being a great document to show judges at events, it can form a core part of your team's sponsorship package!

BUSINESS PLAN GUIDELINES

Make sure to be succinct - the judges' time is limited!

- ❑ Go through this workbook and its questions with your team.
- ❑ Aim for a concise and professional document.
- ❑ Present your business plan as *one cohesive package*.
- ❑ Consider including the **following sections**:

1. Mission Statement
2. Team History & Growth
3. Organizational Structure
4. Risk Analysis
5. Marketing
6. Financials
7. Appendix

01 MISSION STATEMENT

DISCUSSION

Time for a brainstorm - what motivates and inspires your team?

1. What is the ultimate goal of your team outside of competing?

1. What do you want students to gain from joining your team?

1. What types of skills do students acquire from your team?

02 TEAM HISTORY AND GROWTH DEVELOPMENT

DISCUSSION

Take a trip down memory lane - what events have impacted your team the most?

1. How was your team founded?

1. Which important events has your team has been a part of?

1. What are your team's biggest accomplishments?

03 ORGANIZATIONAL STRUCTURE

DISCUSSION

Don’t worry about writing too much. An organizational chart can help you communicate this information.

1. Who is on your team? How many students and mentors does your team have, and where do they come from?

1. What does your leadership structure look like?

04 RISK ANALYSIS

DISCUSSION

Think about your team's current position - what are your strengths and weaknesses?

1. How does your team analyze opportunities to determine if they are the right fit for your team? What processes do you implement in making these decisions?

1. What are the main concerns your team has and what are you doing to solve them?

1. What is the most important financial asset for your team?

05 MARKETING

DISCUSSION

Construct a mind map or list of all the ways you interact with your community.

1. How do you contribute to your community? Have you done any demonstrations, media appearances or charity work?

_____

_____

_____

1. How do you contribute to the *FIRST*® community? How many hours do your team members volunteer at *FIRST* events?

_____

_____

_____

1. What does your social media presence look like?

_____

_____

_____

06 FINANCIALS

DISCUSSION

Think about how your team sustains itself. What are you doing to bring in new sponsors and keep them engaged with your program?

1. How does your team raise money?

1. How does your team get sponsors and keep them engaged?

1. What do your finances look like? How much money will you raise this year, and what will it be spent on?

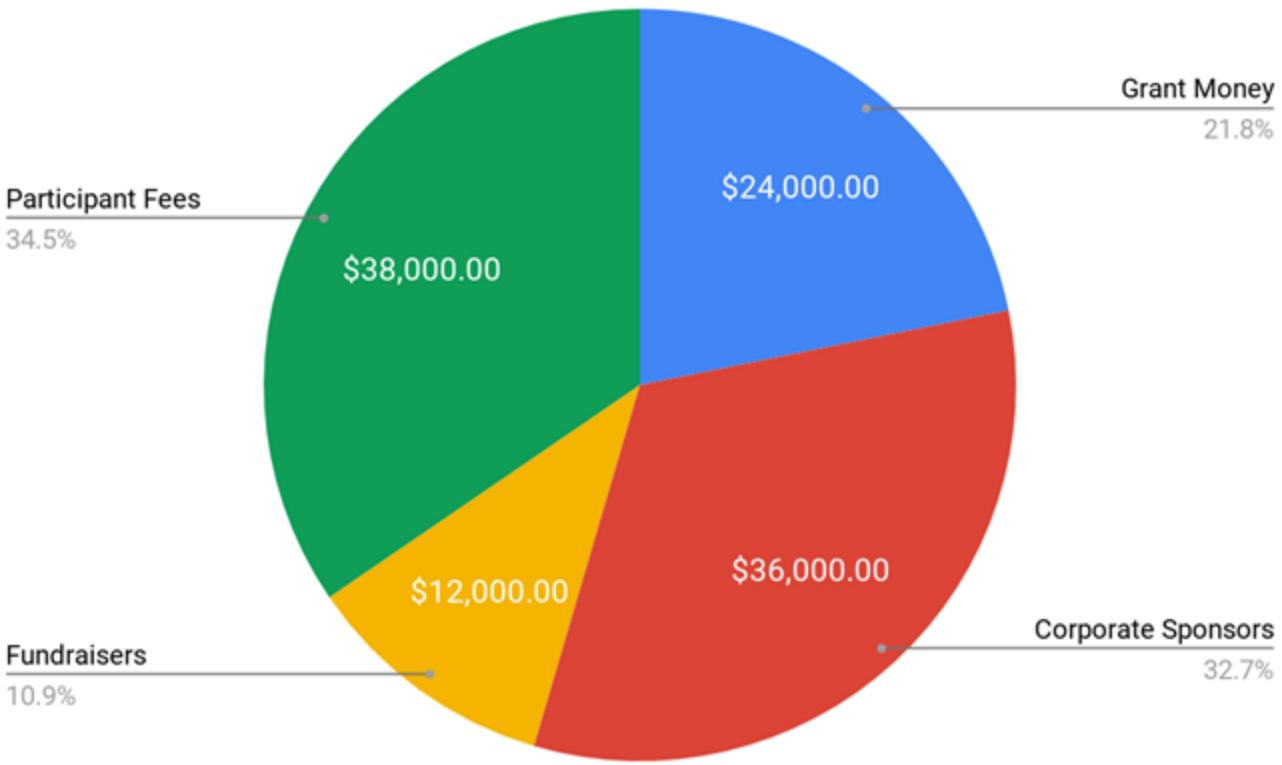
07 APPENDIX

Provide any supporting documentation that you think is important when you are talking about your team.

USING VISUALS AND INFOGRAPHICS

A. Use **pie charts** to show where your money has been coming from and what your money has been going towards during the season.

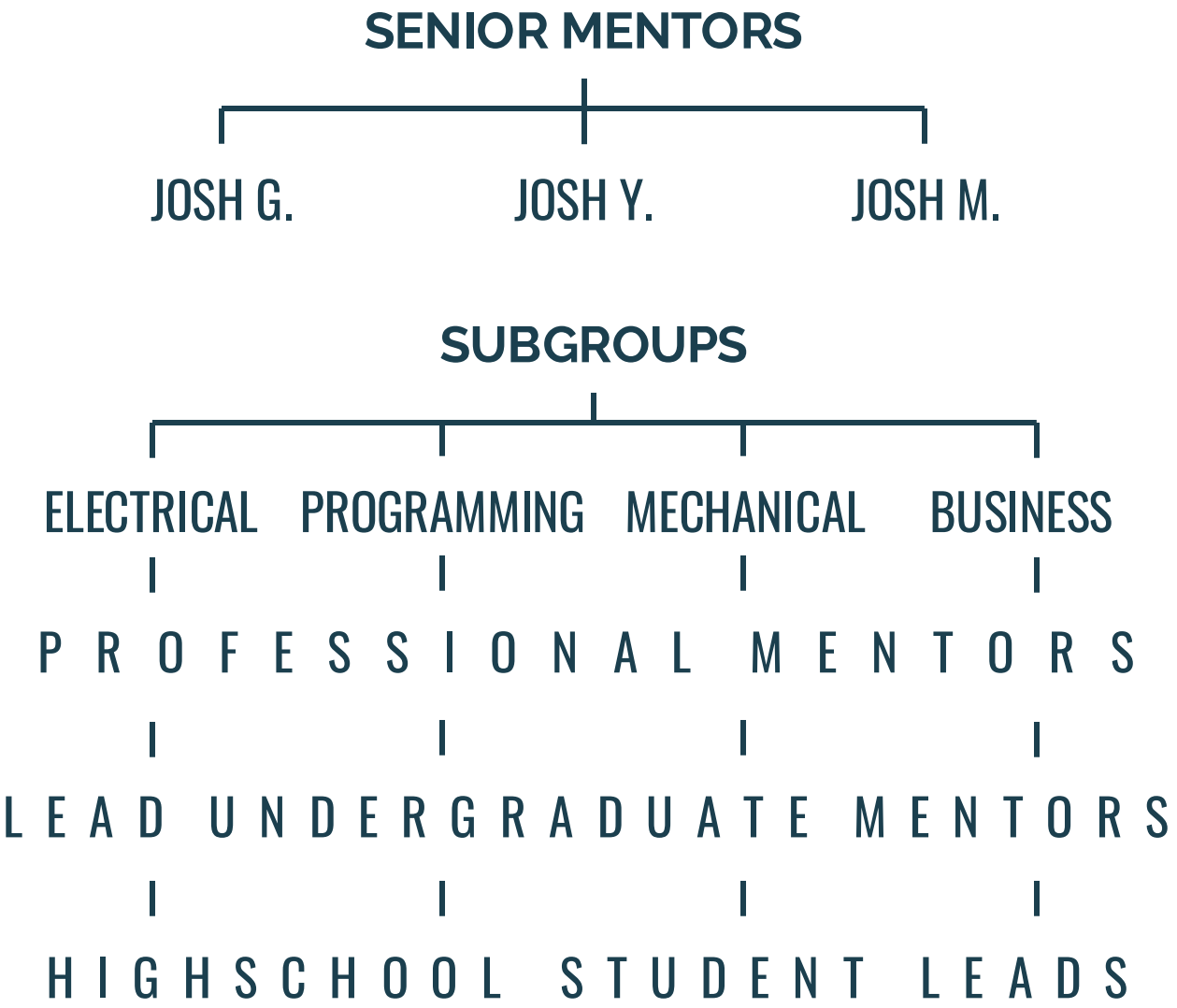
EXAMPLE: TEAM EARNINGS



USING VISUALS AND INFOGRAPHICS

B. Use a **tree diagram** to present how your team is structured.

EXAMPLE: TEAM HIERARCHY



USING VISUALS AND INFOGRAPHICS

C. Use a **SWOT Analysis Chart** to display your risk analysis information in a more visual way.

EXAMPLE: SWOT ANALYSIS

STRENGTHS
What is your team good at?

WEAKNESSES
What are things your team can improve on?

OPPORTUNITIES
How can your team can get more involved in your community?

THREATS
What obstacles does your team face?