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**:

01. Mission Statement
02. Team History & Growth
03. Organizational Structure
04. Risk Analysis
05. Marketing
06. Financials
07. Appendix
MISSION STATEMENT

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

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

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

Time for a brainstorm - what motivates and inspires your team?
DISCUSSION
Take a trip down memory lane - what events have impacted your team the most?

1. How was your team founded?

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

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

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

3. What are your team’s biggest accomplishments?

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
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?

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

2. What does your leadership structure look like?

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________
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?

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

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

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

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

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

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

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

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

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

3. What does your social media presence look like?

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________
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?**

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________

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

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________

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

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________
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**

- **Participant Fees** 34.5%
- **Fundraisers** 10.9%
- **Corporate Sponsors** 32.7%
- **Grant Money** 21.8%
B. Use a **tree diagram** to present how your team is structured.

**EXAMPLE: TEAM HIERARCHY**

```
SENIOR MENTORS

JOSH G.        JOSH Y.        JOSH M.

SUBGROUPS

ELECTRICAL  PROGRAMMING  MECHANICAL  BUSINESS

PROFESSIONAL MENTORS

LEAD UNDERGRADUATE MENTORS

HIGH SCHOOL STUDENT LEADS
```
C. Use a **SWOT Analysis Chart** to display your risk analysis information in a more visual way.

**EXAMPLE: SWOT ANALYSIS**

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your team good at?</td>
<td>What are things your team can improve on?</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>How can your team get more involved in your community?</td>
<td>What obstacles does your team face?</td>
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