

**11<sup>th</sup> Annual**

**YBEX**

## Youth Business Excellence Awards 2012

Each year for the last eleven years, Community Futures Newsask has been hosting an awards event for a business plan competition. We believe it's important for young people of our region to explore all of the options available to them as they consider their many choices in the next few years. Whether the journey begins with post secondary education at a University, a technical college or hands on learning experience, young people need to be aware of the World of Entrepreneurship! YBEX is a great program that provides participants with an opportunity to explore Entrepreneurship as an option to learn about starting their own business. It's an experience that they can take with them, no matter where their life leads them. This country was built by independent, self-disciplined entrepreneurs and by participating in this event, youth will be provided with the experience and opportunity to develop these skills.

### What are the YBEX Awards?

➤ Awards are presented in three categories:

1. **BUSINESS PLAN** – Take a business idea and develop a business plan.
2. **BUSINESS VENTURE** – Report on the operation of your actual business.
3. **BUSINESS VENTURE 2** – Significantly expanded or improved business.



➤ Awards are presented in three age divisions as an individual or group:

- ☞ grades six to nine;
- ☞ grades 10 to 12; or
- ☞ under 30 out of school or attending a university or technical institute with a permanent address within our region.

➤ Awards to recognize and encourage the outstanding achievements of young people in Northeast Saskatchewan.



## Who can Apply?

- Any student in Grade Six through Twelve attending school in the Newsask CFDC region (map of the region attached)
- Out of School Youth under the age of 30
  - living in the Newsask CFDC region or
  - attending secondary education outside the region with a current permanent address within the Newsask CFDC region.

The YBEX Awards are hosted and partially funded by Newsask Community Futures Development Corporation. Newsask CFDC is a non-profit corporation, partially funded by Western Economic Diversification. It is a regionally based organization, governed by a local volunteer board of directors nominated by municipalities within the region.

Past submitters may not enter a Business Plan for the same business they have entered in a previous year. The business must be a new business idea.

Past submitters may enter the Business Venture 2 category if they have previously submitted their Business Venture, and they have illustrated significant business growth and development.

# YBEX Awards



## Categories And Prize Amounts:

Prize Amount		Individual or Group	Grade 6 – 9	Grade 10 – 12	*Out of School under 30
<b>Prizes for Each of the three categories: Business Plan, Business Venture &amp; Business Venture 2</b>					
1 <sup>st</sup> Place	\$300	Individual	✓	✓	✓
2 <sup>nd</sup> Place	\$200	Individual	✓	✓	✓
3 <sup>rd</sup> Place	\$100	Individual	✓	✓	✓
1 <sup>st</sup> Place	\$300	Group	✓	✓	✓
2 <sup>nd</sup> Place	\$200	Group	✓	✓	✓
3 <sup>rd</sup> Place	\$100	Group	✓	✓	✓
We reserve the right to change the categories based on submission numbers.					
* <b>Out-of-School Youth or attending a university or technical school from the region &amp; under 30</b>					

1. \$100 Business Infosource Award will be presented to the YBEX entrant that demonstrates an exceptional use of secondary research using online resources. Sponsored by the Canada/Saskatchewan Business Service Centre.
2. Up to Six additional awards of \$50.00 each will be presented for outstanding performance in a specific area as creativeness and/or uniqueness.
3. Mike Butler Memorial Award: \$100 for the submission showing Commitment to community, passion for a chosen field, and quality of work.
4. Agricultural Business Award: for a submission demonstrating effort and outstanding achievement in producing a Business Plan or Business Venture in an Agricultural business or a business with Agricultural Value Added potential.
5. The School or Association, if acknowledged by the winner, will receive an additional prize equal to half of the participant's prize value for the Business Plan and Business Venture Categories (excluding Infosource, Special Achievement, Mike Butler and Agri-Business Awards). This additional prize does not apply to out-of-school youth participants.
6. An impartially selected YBEX Committee will determine the winners. To prevent any biased opinion, judges are chosen from outside the region and possess several years experience in entrepreneurship/business planning and project development.
7. **Applicants, Educators and Advisors must be present at the Awards Ceremony in order to receive their prize unless there are extenuating circumstances approved by Newsask.**
8. **All applicants, Educators or Advisors will receive complimentary dinner tickets for the Awards Ceremony at the Kerry Vickar Centre, 206 Bemister Avenue East, Melfort.**

## **YBEX Award Categories**

Youth Entrepreneurs may enter YBEX as an INDIVIDUAL or as a GROUP in ONE of the following categories:

- A. Business Plan (The Dreamer)
- B. Operating a Business Venture (Taking the Plunge)
- C. Business Venture exhibiting significant growth and development (Seasoned Pro)

### **A. Business Plan**

To compete in this category, applicants will research an imaginary business that they would like to own and operate. The business may sell a product or provide a service that already exists, change an existing product or service or invent a new product or service.

Applicants will describe their imaginary business, what motivated them to choose their product or service, why their product or service is needed in the community, and describe the customers that will support their business. All business plans must include monthly and yearly sales and expense estimates, a marketing plan to sell the product or service, and a plan to address any problems that may occur in operating their business.

The applicants of the Business Plan Category will be judged on the description of their business and customers, their operation/advertising strategy, creativity, business viability, organization, and problem solving skills.

### **B. Operating a Business Venture**

To compete in this category, applicants will describe a revenue-generating activity such as a student run business, or an out-of-school activity that produces income for the individual(s).

Some examples of After School Businesses are: Yard Care/Snow Removal Business, Internet Web-site Design, or Computer Help for Beginners etc.

Participants will create their own company, raise capital, produce and market their product or service. They will create a Business Plan that describes their business, their product or service, and their customers. Start-up costs, along with monthly/yearly sales and expenses will also be included with their plan. Additionally, contestants will describe their goals for their business and state whether or not those goals were reached and the experience gained by running the business.

The applicants in "Operating A Business Venture" Category will be judged upon their ability to operate an actual business, organization, problem-solving skills, creativity, and clear recognition of the learning experience gained from this process.

### **C. Operating a Business Venture 2**

For any business venture that has submitted in previous years and illustrates significant changes, expansion or improvements in growth/product/service, marketing, ideas, etc.

The plan must include one or more of the following:

- Additional products or services (not just modifying something slightly, but significantly expanding and adding different products or major modifications of products or services that is worthy of a prize.)
- Entirely different or additional marketing [i.e. formerly sold items at local events and now products are available for sale in stores; or now available online and website developed to market new approach].
- Significant growth in sales – financials indicating considerably increased growth compared to previous entry.

Describe changes in the operation and business plan. Explain the objective and the outcome. Include Cash Flow, Balance Sheet and Income Statement.

## How to Apply

1. Choose the category that you wish to compete in.
2. Choose to compete as an individual or as a group.
3. Complete the YBEX Awards Application form enclosed.
4. Our format preference would be typed or neatly written on 8-1/2" X 11" paper. We photocopy the submission for the judges to make notes on.
5. Complete your Business Plan, following the "Guidelines for Creating a Business Plan"  
And if you are submitting as a Business Venture or Business Venture 2:  
Operate and manage your business keeping accurate financial statements.
6. Include attachments that are related to your business idea or plan.  
I.e. Business card, pictures, brochure, prototype, video, website, etc.
7. Submissions may sent be via email to [admin@newsaskcfdc.ca](mailto:admin@newsaskcfdc.ca). Subject "YBEX Submission". Please use MSWord or PDF format and submit by April 20, 2012. *[If you email, we will reply that we have received it. If you do not receive a reply, please phone 1-888-586-9855]*

or

Forward the completed package to be received by April 20, 2012 to:

**YBEX Awards  
P.O. Box 357  
Tisdale, Saskatchewan  
S0E 1T0**

**This year the YBEX Awards Dinner & Ceremony will be held on  
Saturday, May 5<sup>st</sup>, 2012 at 5:30 p.m. in Melfort**

### **Newsask May Provide Assistance!**

- Assistance with the research in the Preparation of Business Plans and Financial Forecasts
- Business counseling and training
- Providing a complete range of business, self-improvement and employment resources

**Phone: 1-888-586-9855  
Fax: 1-306-873-4645  
Email: [admin@newsaskcfdc.ca](mailto:admin@newsaskcfdc.ca)**

1. **Original Business Plans must be submitted. If you have submitted a business plan in other years, submitting the same business plan with some improvements is not eligible.**
2. **If you are operating a business venture, it may be part-time or seasonal.**
3. **Agriculture related businesses are eligible.**
4. **Evaluation sheets are provided. This information is what the judges evaluate your business plan or venture with.**
5. **If you are a winning entry, this will increase your employability skills and you may add the attributes to your resume or portfolio.**
6. **Schools only – an entire school or an entire class may enter as a group.**
- \* 7. **Remember – entrants must be present at the Awards Dinner and Ceremony on May 5, 2012 to win. If there are extenuating circumstances, submitters may apply to be excused from our Ceremony.**
8. **Operating a Business Venture means that it must be an actual business in operation within the last year.**
9. **Good Luck!**

# YBEX Awards Application Form

1. Which category do you wish to compete in: (check only one)

A. Business Plan:

➤ Group

➤ Individual

B. Operating a Business Venture: How long did the business operate? \_\_\_\_\_

➤ Group

➤ Individual

C. Operating a Business Venture 2: How long did the business operate? \_\_\_\_\_

➤ Group  What year did you previously

➤ Individual  submit to YBEX? \_\_\_\_\_

2. Age Division: Grade 6 – 9  Grade 10 – 12  Out-of-School Youth

3. Title of Submission: \_\_\_\_\_

4. Applicant Information:

Name: \_\_\_\_\_ Male  Female

Address: \_\_\_\_\_ Age and/or Grade: \_\_\_\_\_

City/Town: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Email: \_\_\_\_\_

5. School or Association Affiliation: (Applies only to Students Grade 6-12)

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name of Teacher or Advisor: \_\_\_\_\_

Additional Group Information: (if required)

Name: \_\_\_\_\_ Male  Female

Address: \_\_\_\_\_ Age and/or Grade: \_\_\_\_\_

City/Town: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Male  Female

Address: \_\_\_\_\_ Age and/or Grade: \_\_\_\_\_

City/Town: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Attach a list of other individuals in your group if required.

## Release Form (please attach to application)

Each year Community Futures Newsask does presentations and workshops in schools and trade shows, as well as posting photos on our website of winning entries.

If you are willing to allow us to use any photos taken of you at the YBEX 2012 Awards Ceremony, or if you are willing to allow us to use your submission, or a portion of your submission, as an example in our promotional materials, please sign below.

[Note: for group entries, if all entrants do not give their permission we will not use the submissions or photos in our promotional materials.]

I \_\_\_\_\_ give my permission for Community Futures  
(Print name)

Newsask to use my **submission**, or a portion of my submission, for future promotional materials associated with YBEX.

Date: \_\_\_\_\_  
\_\_\_\_\_

Signature

\_\_\_\_\_

Signature of Parent if youth is  
under the age of 18.

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I \_\_\_\_\_ give my permission for Community Futures  
Newsask to use my **photo** from the YBEX 2012 Awards Ceremony for future  
promotional materials associated with YBEX.

Date: \_\_\_\_\_  
\_\_\_\_\_

Signature

\_\_\_\_\_

Signature of Parent if youth is  
under the age of 18.

# YBEX Awards

## GUIDELINES FOR DEVELOPING BUSINESS PLANS

Depending on the type of business you have chosen, not all of the following may apply.

### 1. Describe your business idea. (Outline the Concept)

- a) Name of business
- b) Product or service your business will sell
- c) Business location

### 2. Why did you choose this product or service?

Why would you like to own and operate this kind of business?

### 3. Expenses

- a) Building, plant, equipment, inventory, etc.
- b) Start-up costs
- c) Sources of financing to start your business
- d) Describe how your business will operate
- e) How much are your expenses every month? For the next three years?

### 4. Pricing & Sales Estimates

- a) At what price will you sell your product or service?
- b) How did you determine this price?
- c) How much do you expect to make in sales every month? For the next three years? How did you arrive at your sales figures?

### 5. Competitive Challenges

- a) Are other businesses selling your product or services? If so, what makes your product/service unique to others offering the same product or services?
- b) Is your product or service a modified version of something that is currently available in the market place or is it new to the market?
- c) What is different about your product or service?
- d) Why will customers buy your product or service and why would they buy from you?

### 6. Marketing

- a) How will you advertise and sell your product or service?
- b) What ideas do you have for marketing or selling, designing and decorating your business location, etc?

### 7. Product/Service

What extras will you offer your customers? (Examples: Home delivery, guarantees, money back policy, on-going service and repair, information pamphlets or seminars on how to use your product or service, etc.)

## 8. Innovation

- a) Will you need to build, construct, invent or create anything for this business?
- b) Will you use a computer? For what purpose?
- c) Will you use the internet? Email? Have a website? Plan to sell on-line?

## 9. Your Customer Base

Would your product appeal to a certain age group? Gender? Education? Income? Lifestyle?

## 10. Risks and Rewards

- a) What may cause your business to be unsuccessful? (weather conditions, equipment breakdown, etc.) What can you do if it does happen? Is there anything you can do to prevent it from happening?
- b) What challenges might you encounter being young and in business?
- c) Are there any advantages being young and in business?

## 11. Goals

- a) What are your goals for your business?
- b) How do you know if your business is successful?

## 12. Was preparing/operating your business a worthwhile experience? Explain

## 13. Please include any support material from your business that you may have.

For example, you may want to include business cards, advertisements, prototypes, pictures, web sites, etc.

## 14. Attached are the evaluation criteria that the business plans and operating ventures are evaluated on. Remember the more creative you are, the better your chances are.

The evaluation is strictly un-biased and based on the criteria attached. Judges are chosen from outside the region with experience in business planning, project and economic development.

***No one ever knows all the answers when they start writing a business plan. You may need to make some phone calls, take a neighborhood survey, or go to the library. You can also learn from the experience of other business owners or your parents.***

There are lots of places on the internet that you can find sample business plans. Just do a search and you will get sites like this:

[http://www.bplans.com/sample\\_business\\_plans.cfm](http://www.bplans.com/sample_business_plans.cfm)

They have a product for sale (which we are not endorsing) but they also have about 400 free sample business plans that you can look at to see how another business might present their ideas. Graphs can make something fancy but they are not necessary for the financial information. A spreadsheet or table format is just fine.

We have sample financials (Balance Sheet, Profit & Loss, Cash Flow) on our website at [http://www.newsaskcfdc.ca/ybex\\_finance.html](http://www.newsaskcfdc.ca/ybex_finance.html) and there are many other sites that have sample information if you do a search.

# Typical Business Plan Contents

## Introduction – Executive Summary

- ✓ 2 pages
- ✓ Outline the concept

## The Project

- ✓ Size
- ✓ Location
- ✓ Ownership
- ✓ Costs
- ✓ Benefits

## Business Description

- ✓ What it is;
  - Components
  - Structure
- ✓ Project Management
- ✓ Operating Staff
- ✓ Plant/Business location
- ✓ Plant size
- ✓ The Market
- ✓ The Product
- ✓ Project Development Plan

## Economic Analysis

- ✓ General
- ✓ Capital costs
- ✓ Operating costs
- ✓ Working capital
- ✓ Revenue
- ✓ Risk and Opportunity Analysis
- ✓ Financing Plan
  - Owners Equity
  - Equity Partners
  - Debt financing plan

## Technical Evaluation

- ✓ Project overview
- ✓ Service/Production capacity
- ✓ Process description

## Risk and Mitigating Factors

- ✓ Pricing
- ✓ Product availability
- ✓ Market availability
- ✓ Labor
- ✓ Competition
- ✓ Weather, etc

## Project Benefits

- ✓ Employment
- ✓ Economic benefits
- ✓ Community support
- ✓ Social and economic cost and benefits

## Enduring

## Value/Adaptability/Environment Sustainability

- ✓ Future development potential
- ✓ Environment impacts
- ✓ Technical adaptability
- ✓ Community impact

## Appendices

- ✓ Technical references
- ✓ Financial analysis
  - 3 to 5 year operations
  - Sensitivity Analysis



**Evaluation form for Business Plan or Operating a Business Venture, 2012**

<b>Youth's Name:</b>					
<b>Project Title:</b>					
<b>Evaluator:</b>					
	Poor 1	Fair 2	Adequate 3	Good 4	Excellent 5

**PRESENTATION**

Attractiveness of submission packaging & uniqueness	1	2	3	4	5
Material presented clearly, readable, pages numbered, easy to follow	1	2	3	4	5
Contact information and Bibliography	1	2	3	4	5

**PROJECT**

Product / service clearly described	1	2	3	4	5
Competitive advantage: distinct, unique feature	1	2	3	4	5
Business operations clearly described	1	2	3	4	5
Goals / motivation for starting business (BV 2 for expansion/improving)	1	2	3	4	5
Market + competition identified	1	2	3	4	5

**EFFORT**

Confidence that student(s) authored submission	1	2	3	4	5
Writer enthusiasm about business idea	1	2	3	4	5
Unique advertising ideas	1	2	3	4	5
Response to "challenges of youth in business"	1	2	3	4	5

**FINANCIAL STATEMENTS**

Was a cashflow completed and well thought out?	1	2	3	4	5
Was there income and expense statements?	1	2	3	4	5
Was a balance sheet completed ?	1	2	3	4	5
Do the financial statements flow with the business plan?	1	2	3	4	5

**SUPPORT MATERIAL**

Inclusion of pictures / graphics / logo / data tables	1	2	3	4	5
<b>Circle Number</b> of independent attachments	1	2	3	4	5
Quality / uniqueness of attachments	1	2	3	4	5
Attachments directly relate and support written doc	1	2	3	4	5

<b>TOTAL</b>					
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**BUSINESS INFOSOURCE AWARD - \$100 sponsored by CSBSC**

Entrant demonstrates an exceptional use of secondary research using online resources

1	2	3	4	5
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**MIKE BUTLER MEMORIAL AWARD - \$100 sponsored by Newsask**

Entrant shows commitment to community, passion for chosen field, and quality of work

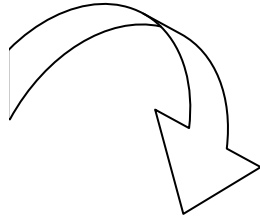
1	2	3	4	5
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**AGRICULTURAL BUSINESS PLAN - Award sponsored by Sask Ag and Food**

Business Plan or Business Venture in an Agricultural business or a business with Agricultural Value Added potential

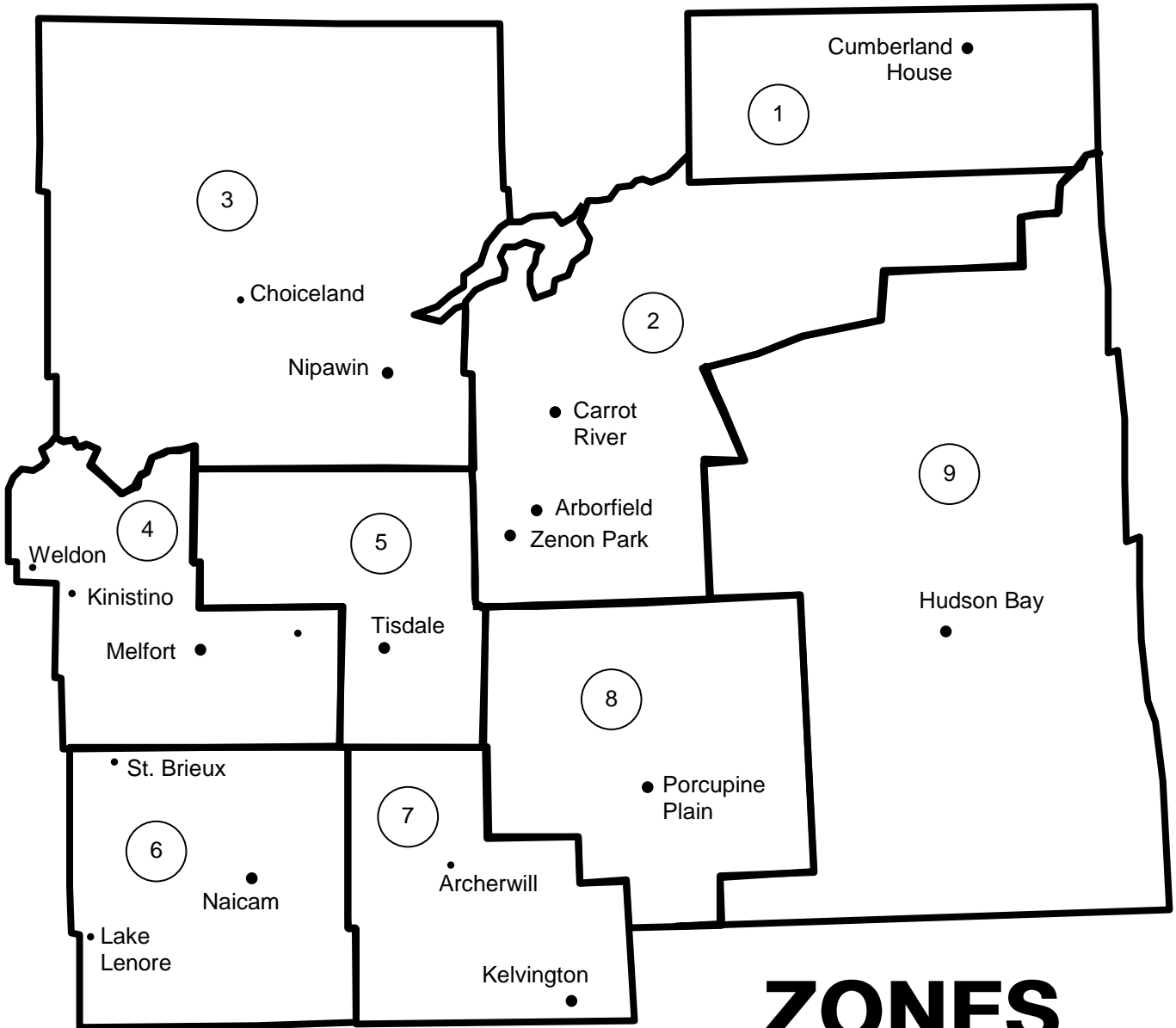
1	2	3	4	5
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**Did you note any "special achievement" in this submission?** (There are up to six \$50.00 awards.)



Contact us at:  
 Community Futures Newsask  
 Box 357, 903 – 99<sup>th</sup> Ave. West.  
 Tisdale, SK. S0E 1T0

1 888 - 586-9855  
 admin@newsaskcfdc.ca  
 www.newsaskcfdc.ca



# ZONES