

National CTE Competition Guidelines – Nick Cannon Foundation *America's Teen Mogul (ATM) Summit and Virtual Business Plan Competition*

CAREER AND TECHNICAL EDUCATION (CTE) PROGRAMS VIRTUAL COMPETITION GUIDELINES (Revised March 17, 2021, 2021 at 9:22 am e.s.t). The winning team will be awarded a cash prize of \$10,000!

Confirmed Celebrity/Host Judges are Actor Nick Cannon and ABC Shark Tank's Daymond John

Note: The Executive Committee ("EC") of the Student Business Plan Competition ("BPC") reserves the right to update these rules at any time. Every attempt will be made to notify participants of any modification to this document; however, it is ultimately the responsibility of the BPC participants to check the website regularly for any revisions to the Rules and Regulations. Students do not have to be enrolled in CTE classes to participate, although its preferred.

Extra consideration and points may be given to teams who partner with local small or large businesses from your chosen industry sectors (see details below in Section III (B) – Business Plan Submittal)

I. General Requirements and Guidelines

Note: Deadline to form teams and submit signed non-disclosure agreements (NDA) for each team, in accordance with 6b below, is April 30, 2021.

Deadline to submit final business plans in a MS Word file, including a separate Power Point Presentation of your business plan AND a five (5) minute Video Presentation, all in accordance with Section III (Business Plan Submittal) below, is May 14, 2021 by 11:59 PM. A link to your Video Presentations shall be submitted in the email with your plans submission.

The final Virtual ATM Virtual Summit will be held on Saturday, May 22, 2021 from 3 pm to 4:30 pm e.s.t in a Zoom Call. Dial in instructions will be provided via email at a later date.

Each team must meet the following requirements to compete in the Student Business Plan Competition.

A. Registration

1. Participants must be a current middle or high school student of any public or private school in the U.S., but the focus school districts are as follows: New Hanover County Schools and surrounding counties (Wilmington, NC), Los Angeles Unified School District, San Diego Unified School District, New York City Department of Education, Mecklenburg County Schools (Charlotte, NC), Dallas Independent School District, Chicago Public Schools, Miami-Dade County Schools, DC Public Schools, and Richland County Public Schools (Columbia, SC).
2. Each participant must first register for FREE membership to Nick Cannon Foundation or Renew current membership by logging-in at our website at www.nickcannonfoundation.org and renewing. If you're having trouble renewing your FREE membership, call our toll-free assistance at 1-866-HLP-CLUB (457-2582): **By signing up, you agree confirm you have received parental consent to join and participate in competition.**
 - a) For new membership click on the "Sign-up" tab at www.nickcannonfoundation.org.
 - b) Complete the membership form **using your personal email address only! Do NOT use your assigned school email address.**
 - c) Log-in, click on the "Profile" tab and upload a 2 to 3 paragraph bio of yourself (i.e., career goals, extra-curricular activities, hobbies, community service)
3. Each participant must then register individually for the business plan competition (BPC).
 - a) Click on the "Events Calendar" tab.
 - b) Click the BPC on the calendar for **May 22, 2021**.
 - c) Complete FREE summit registration process.

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If you are participating in the BPC, answer “Yes” when asked are you participating in the BPC. You MUST register to attend the Virtual ATM Summit, but you are NOT required to participate in the competition to attend. Summit student attendees will be afforded the opportunity to ask questions of the celebrity and industry panelist about career and entrepreneur opportunities in the fields.

B. Teams

1. Teams may have up to four (4) students, ages 12 to 19, including faculty, and alumni business owners in your respective counties. At least 50% of each team must be current students of a middle or high school, ages 12 to 19.
2. Business plan concepts should be developed from one of the five high-demand industry categories below. These business categories were derived from some of the largest growing middle skill job markets nationwide over the next five to ten years. Whenever there is industry growth, there’s also growth in entrepreneurship opportunities!
 - a) **Category 1 (CTE Cluster & Pathway – Arts, Sports & Entertainment, Marketing, Fashion Design, Business & Finance)**: Music production, publishing, record label, professional sports team, film company, dance company, choreography, studio, music or sports related fashion apparel company, talent agency, fashion designers, apparel management, film & TV costume design, manufacturers, recording & mixing consoles, audio postproduction, advanced audio workstations, music beats, producers, writers, sound engineering technicians, booking agents, concert promoters, cover art designers, music journalist, road crew, artist/talent managers, etc.
 - b) **Category 2 (CTE Cluster & Pathway – Advanced Manufacturing, Engineering & Architectural Design)**: Chemical technicians, engineering technicians, architects, environmental science and protection technicians, including health, software developers, applications, software developers, systems software, computer user support specialists, installation, maintenance and repair occupations, food processing workers, inspectors, testers, sorters, computer hardware engineers. Representative industry or business functions in Advanced Manufacturing is as follows:
 - Electronic, electronic equipment
 - Aircraft/aerospace
 - Industrial/commercial machinery
 - Signs & advertising specialties
 - Biotechnology
 - c) **Category 3 (CTE Cluster & Pathway – Biomedical & Health Science)**: Registered nurses, licensed vocational nurses, certified nursing assistants, medical assistants, home health aides, medical coders, medical laboratory technicians, health care social workers, clinical laboratory scientists, respiratory therapists, physician assistants, occupational therapy assistants, etc.
 - d) **Category 4 (CTE Cluster & Pathway – Information Technology, Computer Engineering, Software Development, Game Art Design, Graphic and Digital Design)**: Information security analysts, database administrators, network & computer systems, administrators, software developers/engineers, applications or app developers, software developers/engineers, systems software, computer systems analysts, computer support specialists, software, computer support specialists, hardware, web developers, graphic designers, game app designers, computer programmers
 - e) **Category 5 (CTE Cluster & Pathway – Trade, Transportation, Distribution, and Logistics)**: Maintenance and servicing Supervisor, supply chain/logistics manager, diesel mechanic, supply chain specialist, etc.
3. A comprehensive online **BPlan Resource Center** is available here for all Teams and can also be found on our website. The online resource center includes extensive Business Plan resources and guidance for writing successful business plans.
4. Participants may join more than one team.

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5. All participants **MUST** also complete the form below. Teams will be issued a Team Identification Number (TIN), once teams are formed and Non-Disclosure Agreements (NDA) are signed and submitted. You are highly encouraged to form and solidify teams and team names as soon as possible and submit your NDAs! The TIN will be used to track team submissions going forward. Teams that submit incomplete proposals will be automatically disqualified.
6. The following non-disclosure form is to be submitted after you have formed a Team and Team Name and emailed to bp@nickcannonfoundation.org.
 - a) All participants are required to send at least two team participants to all Business Plan Workshops to assist you with your plans. Virtual workshops will be held to assist you with these guidelines and with your business plans. **The workshops will be announced via email and on our website prior to each session.**
 - b) A signed [Non-Disclosure Agreement](#) for each team (signed by all team members, scanned, and submitted to bp@nickcannonfoundation.org). A link to this agreement can also be found on our website on the home page and under the ATM Competition tab.
7. Use the following email subject line: "[TIN] Team Name. The TIN will be emailed to all teams using the email address you submitted during the Nick Cannon Foundation member sign-up.

C. Business Plan

1. The proposed business should be realistic and potentially fundable.
2. Participants are also required to submit a Power Point presentation of the business plan along with the business plan submission. **All teams will be required to submit a five (5) minute Video Presentation of your Power Point, which shall be uploaded to Youtube. A link to your Video Presentations shall be submitted in the email with your plans submission. Your Video Presentation will be played to the Host/Judges (Nick Cannon and ABC Shark Tank's Daymond John) during the Virtual ATM Summit where you will answer questions about your business. A few sample 5 minute presentations from a previous San Diego competition can be found when you click here: [Sample 5 Minute Videos](#)**
3. Teams shall include resumes of all members, wherein each individual's resume must not exceed one page in length.
4. The proposed business plan should not be in violation of any intellectual property rights.
5. Competition participants are not to contact BPC judges.

D. Documents

1. Margins must not be smaller than 1 inch on any side.
2. Document text must be single-spaced
3. Font size must be 12 pt. and Arial, Calibri or Times New Roman

II. Prizes

Nick Cannon and ABC Shark Tank's Daymond John, along with the EC, will select the five best business plans from those submitted on time and fully compliant with guidelines to be presented at the final virtual summit. The 1st Place team will receive a virtual meet and greet with Nick Cannon, a cash prize of \$10,000 and more!

The cash prizes for 2nd and 3rd place will be \$1,000 and \$500, respectively. Winners will be announced by the EC at the **America's Teen Mogul Virtual Summit – May 22, 2021**. Again, the final Virtual ATM Virtual Summit will be held on Saturday, **May 22, 2021 from 3 pm to 4:30 pm e.s.t** in a Zoom Call. Dial in instructions will be provided via email at a later date.

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III. Business Plan Submittal

A. Each team is required to submit a business plan that meets all of the requirements listed below. Teams that submit incomplete packages will **automatically be disqualified**. The final business plans must be emailed to bp@nickcannonfoundation.org by 11:59 pm, **May 14, 2021**. Absolutely no late documents will be accepted. Follow these steps for completing the business plan package requirements.

1. Prepare the final business plan package materials
 - a) One executive summary, which must not exceed one (1) page in length, must be included as part of the final business plan document, NOT in a separate file. Thus, the final business plan shall be consolidated into one (1) MS Word file. Inclusive of appendices and other attachments, the plan should not exceed 10 pages in length. The resumes will NOT count against the page count.
 - b) Team member resumes, wherein each individual's resume must not exceed one (1) page in length
2. Format business plan in a Microsoft Word document. Use the following file name: "[TIN]_TeamName_finalbusinessplan.doc" (e.g., "33-3X3-333333_ABCteam_finalbusinessplan.doc")
3. Submit the business plan document via email to bp@nickcannonfoundation.org by 11:59 pm on **May 14, 2021**. Use the following email subject line: "[TIN] Team Name Final Business Plan"
4. Each team is also required to develop a Power Point presentation of their business plan. Email the business plan **Presentation** files in Power Point format in a separate email at bp@nickcannonfoundation.org by 11:59 pm, **May 14, 2021**. Absolutely no late documents will be accepted.
5. Each team must submit the presentation document in the following format:
 - a. "[TIN]_TeamName_final_presentation.ppt"
6. All teams will be required to submit a five (5) minute Video Presentation of your Power Point, which shall be uploaded to YouTube. A link to your Video Presentations shall be submitted with your plans. Your Video Presentation will be played to the Host/Judges (Nick Cannon and ABC Shark Tank's Daymond John) during the Virtual ATM Summit where you will answer questions.
7. Submit the files via email. Use the following email subject line: "[TIN] Team Name Final Presentations"

B. Each business plan submission will be reviewed and judged according to:

1. Is the business realistic and potentially fundable.
2. Quality of product(s), service(s) and/or solution(s)
3. Market opportunities, corporate partnerships, and competition
4. Team qualifications
5. Overall attractiveness of the venture
6. Extra consideration and points will be given to teams who partner, in your business venture, with a local small or large business from your chosen industry sector, that is mutually beneficial. The partnership must improve your company market position and profitability, etc. Your team will also be required to prepare a brief written partnership letter which details the commitment of both parties and the proposed mutual benefits. The partnership letter must be signed by your company President, a representative from your partner organization, and included as an appendix to your final business plan (not counted against page count). More details of the benefits of the partnership can be provided in your business plan.

C. Feedback will be provided to each participating team, if time avails.