CENTER FOR AMERICAN INDIAN ECONOMIC DEVELOPMENT

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**2023 Seven Generation Business Plan Competition**

*“Building Tomorrow’s Indigenous Entrepreneurs Today”*

## OVERVIEW

Established in 1985, the NAU Center for American Indian Economic Development (CAIED) provides training, technical assistance and consulting services, business outreach, grant evaluations, host tribal forums/summits/conferences, and financial literacy education. NAU CAIED serves the twenty-two tribes of Arizona from working with tribal leaders to tribal entrepreneurs to working with tribal youth.

CAIED has a commitment to helping create initiatives and entrepreneurial endeavors among tribal communities. Thus, the Business Plan Competition was created. The Business Plan Competition seeks to train and support the next generation of Native entrepreneurs and business owners. The importance of developing business ideas and plans is by positioning Native communities at the forefront of economic sovereignty. In conjunction with the 2023 Annual Navajo Nation Economic Summit and in partnership with the Navajo Nation Division of Economic Development since 2018, CAIED is again teaming up with the Navajo Nation Division of Economic Development to host the Business Plan Competition on June 20, 2023.

This business plan competition is open to enrolled members of the Navajo Nation who are potential and/or existing Navajo Small Business, high school and college/university students. Up to 10 applicants will be allowed to enter. Each team can have no more than five (5) members per team.

## ELIGIBILITY:

1) Participants must be enrolled member of the Navajo Nation with a Certificate of Indian Blood (CIB).

2) Teams must have a majority (*51%*) of their team members enrolled in a Federally Recognized Tribe.

*Who should participate?*

* Participant/Students with an idea to start a business
* Participant/Students who have an investment idea
* Participant/Students interested in enhancing their conceptual, organizational, written and oral presentation skills
* Participant/Students that wish to demonstrate their ability to clearly communicate an

idea to a group of experts and peers

## STRUCTURE OF THE COMPETITION:

**STEP 1—Submit Registration Form: (Due: May 22, 2023)** Submit one copy of your application that lists team members, advisor, school, community and grade level of all participants. Each participating team must have at least two team members that are members of a federally recognized tribe.

**STEP 2—Submit Business Plan: (Due: May 26, 2023)** Submit one copy of your complete Business Plan, not to exceed 30 pages (*excluding cover page, table of contents, and appendices*). Business plans will be submitted two weeks before the final presentations are made.

**STEP 3—Present Your Business Plan:** All confirmed entries will be required to present their business plans in person before a judging panel at TBD. Each team will be given 15 minutes to present their business plan.

## GENERAL REQUIREMENTS:

You must submit a business plan following the guidelines below:

1. You may also choose to work with an existing Native American owned business or Native American entrepreneur to create an actual business plan for their existing business or business idea.
2. We will also accept individual’s business plans that can be started up within 6 months.
3. Your business must offer a tangible product(s) or service that you can market and sell within 6 months. Ideally, the competition is for new, independent ventures in the seed, start-up, or early growth stages.
4. Each team must have an adult mentor/sponsor who will be available on-site to give guidance to the team.
5. This competition is intended primarily for student-created and managed ventures.

Students are expected to:

be a driving force behind the new venture



have played a major role in developing and submitted the business plan participate in the presentation at the conference

## TENTATIVE TIMELINE AND SCHEDULE:

|  |  |
| --- | --- |
| **May 22, 2023** | Registration Form Due |
| **May 26, 2023** | Business Plan Due |
| **June 20, 2023** | In-person business plan presentation |
| **June 20, 2023** | Awardees of the 2023 7G BPC at 2023 Navajo Nation Economic Summit Welcome & Networking Reception |

**SUBMISSION AND REGISTRATION INSTRUCTIONS:**

We are requiring that all business plans be submitted online by email in one Adobe (PDF) formatted file. NO OTHER FORMATS WILL BE ACCEPTED. It is your responsibility to verify that we receive your plan; all plans submitted and accepted by NAU CAIED or NRBDO will receive a confirmation email.

Online business plan submissions must be labeled in the following naming convention:

**2023\_7GBPC\_(*Name of Participant or Company*)\_NNES.pdf**

Please note that only one file will be accepted. Your team name must match what is on your application and entry form. If your plan has multiple files, please combine all files into one pdf file for submission. If the file is too large to email, send in two pdf documents **(01)** and **(02)** after ***(Name of School or Tribal Community)***

### Example: 2023\_7GBPC\_JustinCase\_NNES.pdf

*Or*

### 2023\_7GBPC\_HopeFloatsPhotography\_NNES.pdf

Each team must submit business plan(s) and registration forms to Trena Bizardi [trena.bizardi@nau.edu](mailto:trena.bizardi@nau.edu%20)  All business plans must be received electronically by the CAIED Team by **May 26, 2023 by 11:59 PM (MST).**

## FORMAT REQUIREMENTS

1) Business plan submissions must contain an executive summary of no more than one page that is a summary of the business model.

1. The body of the business plan CAN NOT exceed 30 pages in length, single-spaced, excluding the cover page, table of contents (2 pages limit), and appendices.
2. There is a 10 pages limit for financial statements and appendices.
3. File submissions should NOT exceed 40 pages maximum.
4. Plans MUST be typed, single-spaced, and in the following format including cover, text, charts and graphics:

1 inch top & bottom margins 1 inch left & right margins

Times New Roman Font (12 Font)

**JUDGING:**

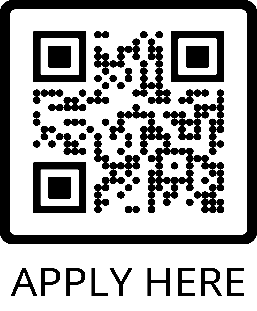
The competition layout includes a review of the submitted business plan and in-person business plan presentation. 5 judges will evaluate the business plan and the in-person business plan presentation. Judges will score and provide feedback on June 20th. The winners will be announced following the scoring.

The judging is based both subjectively and objectively on the evaluation guidelines and the impressions formed the business experiences of the judges. The judges score contestants on scales of 1-10 or 1-5, with 10 or 5 being the highest, 1 being the lowest, in several categories. Judges do not discuss their opinions of contestants until after all scores have been submitted. In case of a tie, the judges will reconvene and discuss the tied teams in order to determine a winner.

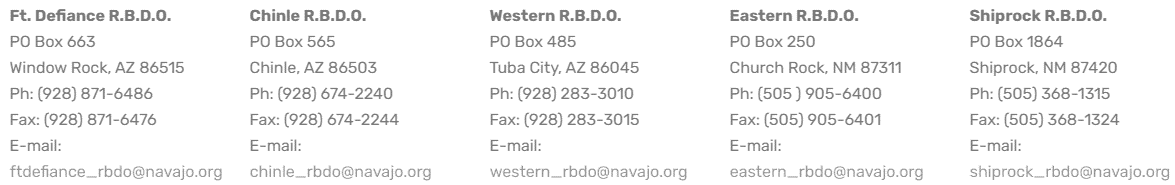
All judges ultimately consider the entire business concept of each business plan submitted, looking at overall feasibility, combined with significant capital gains potential, attractive investment possibilities and actual implementation. The most compelling business plan is one that effectively integrates all components of the plan, rather than simply forming a strong sum of parts.

**Frequently Asked Questions:**

* Do we need to submit registration form for each team member?
  + Yes, each team member must submit a registration form.
* Is there an online application?
  + Yes, you can access the online application using QR code below.



* Where can I pick up a paper application and guidelines?
  + You may call your nearest RBDO office to pick up application and guidelines.



* Do I need to know how to write a business plan?
  + No, you do not know how to write a business plan. You do not have to a have to have a business idea finalized. Please contact your nearest RBDO office for assistance.
* Do I need to have a final idea when I registration form?
  + No, you do not need an idea to complete the registration form. Please contact your nearest RBDO for assistance.

HOLD ON TO YOUR GUIDELINES—these guidelines will be need to inform you

on how to submit your final draft, as well as, highlight what the judges will be critiquing on.