

Students will create a concession item and present a business plan to a panel of judges. All participants will have the opportunity to work with a mentor from Northwood's Idea Center.

The top four winning teams will showcase and sell their concession items at the Dow Championship from June 26th to June 29th, keeping all profits earned. Best of all, there are no startup costs!

**REGISTER HERE:**



## BUSINESS PLAN COMPETITION FOR HIGH SCHOOL STUDENTS

Important  
Dates:

**Registration Deadline:** May 2

**Business Plan Competition:** May 15

**Dow Championship:** June 26-29

Thank you to our sponsors!



**chelsie.martin@ja.org**  
**989.285.0081**

**[northcentralmichiganja.org](http://northcentralmichiganja.org)**

**For More Information:**



# BUSINESS PLAN COMPETITION GUIDELINES

## WHO:

Open to all 9th-12th grade students residing in the 18 counties served by Junior Achievement of North Central Michigan. Suggested team size: 1-5 members.

## WHEN:

Registration Deadline: **Friday, May 2nd, 2025**

Competition Date: **Thursday, May 15, 2025**

Top Four Teams sell their products at the Dow Championship at Midland Country Club (**June 26–29, 2025**: One team per day).

## WHERE:

Presentations can be delivered online via Microsoft Teams or in person at the **Northwood University Idea Center**: 102 E Main St, Midland, MI, on May 15, 2025. Each team will receive a scheduled time slot between 9:00 a.m. and 3:00 p.m.

**NOTICE:** Before registering, each team must obtain pre-approval from JA for the specific food or beverage item they plan to pitch at the competition. This process helps prevent duplication of items among teams and minimizes direct competition with other established food and beverage vendors at the Dow Championship. **CONTACT: [chelsie.martin@ja.org](mailto:chelsie.martin@ja.org) 989.285.0081**

## WHAT:

Once your product idea is approved, create a visual presentation (PowerPoint, Google Slides, Prezi, etc.) outlining your plan to sell a food or beverage item at a concession stand during the Dow Championship LPGA golf tournament. A sample business plan can be provided upon request. Your presentation should cover:

- **Capitalization:** Start with \$250 seed money. How will you raise additional funds?
- **Cash Flow Statement:** Detail revenues and expenses.
- **Product Research/Development:** What food or beverage will you sell, and why?
- **Production Process:** How will you mass-produce your product?
- **Pricing/Business Strategy:** How will you price your product to ensure profitability?
- **Marketing Strategy:** Include a sample marketing piece (e.g., commercial, social media post, or print ad) to show how you will attract customers.
- **Staffing:** How will you staff the concession stand?
- **Profit Allocation:** What are your plans for the profits?
- **Sample:** Bring a sample of your concession item for the judges to taste. On-site kitchen available.
- **Sustainability:** The Dow Championship has a large focus on sustainability. Please keep this in mind as you put your marketing and delivery ideas in place.

## WHY:

- Gain entrepreneurial experience by starting and operating a business.
- Develop key skills like teamwork, communication, and responsibility in a fun environment.
- Receive valuable feedback on your business plan while collaborating with a mentor from Northwood University's Idea Center.
- Top 4 teams get the chance to operate a concession stand at a high-profile event and keep 100% of the profits.
- **ALL participants are eligible for \$1,000 renewable annual scholarships to Northwood University.**

**[chelsie.martin@ja.org](mailto:chelsie.martin@ja.org)**  
**989.285.0081**

**[northcentralmichiganja.org](http://northcentralmichiganja.org)**

**For More Information:**