



AGRICULTURAL
Business Plan Competition
April 24, 2012

Kaua`i Community College



Agricultural Business Plan Competition

Today's Reminders

- Countdown to Business Plan due date:

13 days (Almost 2 weeks)

May 7, 2012 at 12:00pm

**YOU CAN TOTALLY, TOTALLY
DO IT!**



Agricultural Business Plan Competition

Today's Reminders

- **Handouts**

- ✓ Judges' rating criteria
- ✓ Deadlines and Finals Competition Schedule
- ✓ Oral Presentation Rubric (for reference)
- ✓ Talent Release Form
- ✓ Course Fee Deposit refund request form

- **Please submit today:**

- T-shirt size
- Talent Release Form
- Course Fee Deposit Form
 - Checks will be processed within 10 business days of May 7th

- **You'll receive shortly:**

- Course Evaluation Form (Survey Monkey)



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Agricultural Business Plan Competition

Today's Reminders

- **Taking group photo today (sign talent release form)**

- **Photographs of your teams and products for reception**

- You can submit up to 10 photos by May 1st at 12:00pm
- Or, you'll need to come in for photographs by May 9th at 12:00pm
- Talent Release Form applies



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Agricultural Business Plan Competition

Get to Know Me

Finalist
PAKU KAUA'I

TEAM MEMBERS:
Todd Osham
Team Leader, Dream Weaver
todd.osham@gmail.com, 808.634.3234

Hue Osham
Marketing Advisor, Princess of Public Relations
hue.osham@gmail.com, 808.634.4323

Ron Houseknecht
Packaging Professional
Ron.houseknecht@gmail.com, 808.634.5678

Who Are We?
Started in: *New*
Located: *Kaunoihi, Kauai*

Paku Kaua'i is an exciting locally-owned and operated manufacturer and bottler of a line of exciting, non-carbonated beverages utilizing Kaua'i grown fruits, vegetables, botanicals and Kaua'i filtered water. We will also produce fresh single-juices for catering and specialty markets in hotels, restaurants and bars.

KAUAI COFFEE Agricultural Business Plan Competition **KAUAI ECONOMIC DEVELOPMENT BOARD**

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KAUAI COFFEE



Agricultural Business Plan Competition

Business Plan Submission

- **Submit to Susan Tai Kaneko at KEDB**
 - ✓ **DEADLINE:** Monday, May 7, 2012 at 12:00pm
 - ◆ Hard copies, electronic copies and emails are ALL due by 12:00pm
 - ◆ Once submitted, NO revisions
 - ✓ **ONE** electronic copy
 - ◆ Either via email as a PDF to stai@kedb.com or on a CD to the KEDB Office)
 - ✓ **THREE** hard copies (not stapled, but can use paper clips)
 - ◆ 4290 Rice Street in Lihu`e



Agricultural Business Plan Competition

Business Plan Submission

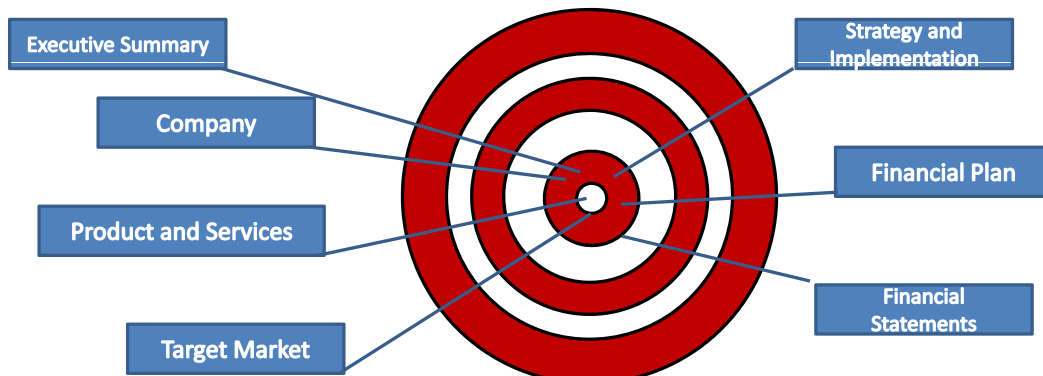
- Download your Business Plan **AS IS** from LivePlan
 - ✓ Can modify content (e.g., add photos, Excel spreadsheets, etc.)
 - ✓ Do not change structure of the document (formatting)
 - ✓ Margins: Top and bottom: 0.35" and Left and Right: 1.00"
 - ✓ Fonts: Palatino Linotype (12 pt) in the body
Trebuchet MS (various sizes) in the headers



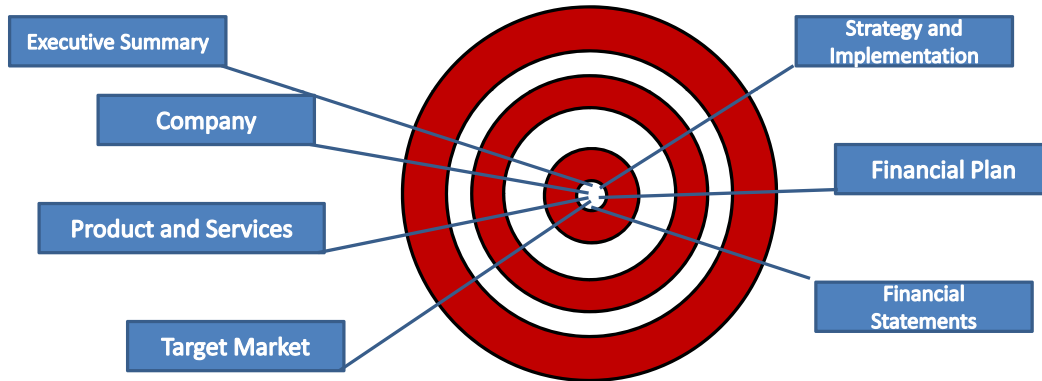
Agricultural Business Plan Competition

Business Plan Submission

- Review judges' rating criteria carefully
 - Mirrors LivePlan template
 - Make sure your headers follow LivePlan's headers
 - Make sure to have a **TOP-NOTCH** Executive Summary
 - Judges will be looking at executive summaries of all the Phase III Finals Teams



Business Plan Submission



MISSION: BE IN THE WINNERS CIRCLE

Business Plan Submission

- **Judges' rating sheets at the Finals**
 - Phrased slightly differently vis-à-vis rating scale
- **Total rating at the Finals comprises:**
 - Written Business Plan: 25%
 - Oral Presentation: 25%
 - Business Viability: 50%
- **Sample videos**



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Finals Presentation

- Schedule

Date & Time	Activity
Mon, 05/07/12	Business Plans Due by 12 PM
Fri, 05/18/12	Judges' Ratings Due by 5PM
Thu, 05/24/12	Announce Phase III Finals Teams
Thu, 05/31/12	Finals Competition
8:30-9:00am	Welcome and Introductions
9:00-9:10am 9:10-9:25am	Team #1 Presentation Q&A
9:35-9:45am 9:45-10:00am	Team #2 Presentation Q&A
10:10-10:20am 10:20-10:35am	Team #3 Presentation Q&A
10:45-10:55am 10:55-11:10am	Team #4 Presentation Q&A
11:10am-12:30pm	LUNCH BREAK



Agricultural Business Plan Competition

Finals Presentation

Date & Time	Activity
11:10am-12:30pm	LUNCH BREAK
12:30-12:40pm 12:40-12:55pm	Team #5 Presentation Q&A
1:05-1:15pm 1:15-1:30pm	Team #6 Presentation Q&A
1:40-1:50pm 1:50-2:05pm	Team #7 Presentation Q&A
2:15-2:25pm 2:25-2:40pm	Team #8 Presentation Q&A
2:40-3:40pm	Judges Deliberation Teams and Other Guests in Finals Reception
3:40-3:55pm	Assemble framed awards
3:55-4:25pm	Awards Announcement and Presentation at Finals Reception Photographs with Teams and Other Paperwork
4:25-5:30pm	Finals Reception





Agricultural Business Plan Competition

Finals Presentation

- **Presentations are closed to the public**
 - Phase III Finals Team members and their invited guests
 - All Phase II teams and Auditing Teams invited to attend Finals Reception
- **Oral Presentation Guidelines**
 - Details to follow on content
 - Refer to Oral Presentation Rubric
- **Attire**
 - Business attire or at least Aloha Business Attire
 - No slippers, jeans, t-shirts allowed
 - Show respect to the judges, donors, supporters and, most importantly: *YOURSELVES*
 - Photographs of the winners at the finals
 - **Dress Like a Winner!**



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Finals Presentation

- **Attire (UH Shidler Business Plan Competition)**



Part-Time student Lena Mobin and her teammates Doug Cullison, David Schmidt, Dr. Atul Tiwari, and Dr. Lloyd Hihara won the 2011 Shidler College of Business Plan Competition last week. They developed a patent-pending chromate-free coating to protect aluminium, called SiloXel.



Congratulations to the five teams that advanced to the finals of the 2009 UH Business Plan Competition on April 30 at The Plaza Club. First prize went to Ka Mahi'ai Ihi o Wailea for the creation of the sole commercial venture in the State of Hawai'i for the production and marketing of Hilo Maile.



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Agricultural Business Plan Competition

Finals Presentation

- Attire (UH Shidler team at Asia Moot Corp competition)



Graduate students Deanna Chan, Damian Davila Rojas, Randy Ho, Elizabeth Oberholtzer, and Adrian Pieron recently returned from Bangkok, Thailand, where they competed in the Asia Moot Corp business plan competition.

KokuEco placed first in their division, beating teams from Chinese University of Hong Kong and Yonsei University (Japan). As a "Final 8" team, the students won \$1,000 and also received an award for best presentation in their division.



Agricultural Business Plan Competition

Finals Presentation

- Attire (UH Shidler Undergraduate Team in San Francisco)



Competing against some of the nation's top business schools, a team made up of **four undergraduate finance students from the Shidler College of Business at the University of Hawai'i at Manoa** stunned judges with an exceptional and confident presentation earning them second place at the regional CFA (Chartered Financial Analyst) Institute Global Investment Research Challenge in San Francisco in March 2011.



Agricultural Business Plan Competition

Finals Presentation

- Attire (UH Shidler College of Business PACE Competitions)

PERFORMANCE-BASED ASSESSMENT HIGHLIGHTS

2012 HIGH SCHOOL MARKETING PLAN PERFORMANCE-BASED ASSESSMENT WINNERS



1st Place
4Life Marketers
(Cool Roof Hawaii)
Moanalua High School



2nd Place
Team Missing Polynesia
(Missing Polynesia)
Kapolei High School



3rd Place
Zap! Inc. Associates
(Will Kill Pest Control)
Hilo High School



Agricultural Business Plan Competition

Finals Presentation

- Attire (UH Shidler College of Business PACE)

2012 HIGH SCHOOL BUSINESS PLAN PERFORMANCE-BASED ASSESSMENT WINNERS



1st Place
Dent in the Universe Capital
Associates
(Cloud Sensei)
Moanalua High School



2nd Place
Team Ei8ht
(Imagin8)
Waiakea High School



3rd Place
Dirty Lickn'z
Lahainaluna High School





Agricultural Business Plan Competition

Finals Presentation

- Attire (UH Shidler College of Business PACE)

2012 HIGH SCHOOL PILOT ENTREPRENEURSHIP PERFORMANCE-BASED ASSESSMENT WINNER



1st Place
Aiona Car Sales
Hilo High School



Agricultural Business Plan Competition

**Best of luck to
every team!**

YOU CAN DO IT!

Totally!



Agricultural Business Plan Competition

Questions?

808-245-6692

www.kedb.com