



AGRICULTURAL
Business Plan Competition
ORIENTATION SESSION

March 1, 2012, 5:30-7:30 pm
Kaua`i Community College





Agricultural Business Plan Competition

Congratulations! Congratulations! **Congratulations!** Congratulations!
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CONGRATULATIONS!

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Agricultural Business Plan Competition

Phase II Businesses/Teams

- Aunty Lilikoi LLC
- Farmer Fresh LLC
- Hula Baby Bakery
- Kaneshiro Farm's Roast Pork
- Kaua`i Nut Roasters
- Kaua`i Organic Spice Company
- Ku`u `Ai Baby Foods
- Orchard Farms
- Pakū Kaua`i
- Salty Wahine Gourmet Hawaiian Sea Salts
- Second Skin Naturals
- The CocoNuts Business Association
- Tropical Flowers Express
- Ueunten Farm
- Umi's Farm
- VIP Bakery and Deli
- Watabu Farms



Agricultural Business Plan Competition

The Rest of Our `Ohana

- Aquatic Hungar
- Classis Works Hawaiian Hardwood Cabinets and Furnishings
- GM Aquaponics
- Grow Culture *
- Kaua`i Organic Vanilla Cooperative
- Kaua`i Queen Bees
- Private Utilities Production System *
- The Village Green LLC *



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Agricultural Business Plan Competition

Guidelines

- Phase II Teams
 - Deposit (\$100) for each member that takes the course (must be member on the Agreement Form)
 - May have another Team Member attend in your place
 - Deposits refunded within 10 business days after your team submits a full/completed business plan at the end of the course
 - Active “students” in the course
 - LivePlan Software (account)
 - 2 excused absences, but your responsibility to catch up on what you missed
 - May add team members; update on Cover Sheet and Agreement Form
- Non-Phase II Teams
 - Audit/sit in on the course (account); may have another Team Member attend in your place
 - LivePlan Software (account)



Agricultural Business Plan Competition

Guidelines

- Organizers and Coordinators reserve the right to:
 - Disqualify any business and/or remove any person at any point in the Competition
 - Too many absences, disruptive behavior, or any other reason
 - If disqualified or removed, you will receive your deposit back (10 business days)
- Prize awards
 - Prize winnings are subject to applicable taxes
 - Your responsibility to report



Agricultural Business Plan Competition

Guidelines

- Presentations – two rounds
 - First round (March 6th)
 - Gauge your baseline; shows comfort level with the material
 - Realistic expectations
 - Value is in the questions and feedback from the class guests/reviewers
 - Hakuna matata: do your best and learn as much as possible
 - Second round (April 3rd)
 - More polished, higher comfort level; convince the judges that your business is viable
 - Prepare to present in the Finals if you advance to Phase III
- Business Plan Writing Course
 - Don't write the longest and biggest business plan
 - Goal is to convince the judges:
 - Your idea is a great idea
 - You're the right people to build it
 - You're the right people to run it



Agricultural Business Plan Competition

Schedule *(Date, times, topics, locations subject to change)*

DATE	ACTIVITY
Thu, 03/01/12 (5:30-7:30pm)	ORIENTATION <ul style="list-style-type: none">• Deposits• Participants• Review class schedule and agenda• Presentation guidelines
Tue, 03/06/12 (5:30-8:00pm)	Presentations – Round 1
Tue, 03/13/12 “	Topic 1 – Packaging, Marketing, and Sales
Tue, 03/20/12 “	Topic 2 – Food Production and Food Safety/Security
Tue, 03/27/12 “	Topic 3 – Cost Production; Info Reconnaissance and Research
Tue, 04/03/12 “	Presentations – Round 2
Tue, 04/10/12 “	Topic 4 – Financials
Tue, 04/17/12 “	Topic 5 – Bookkeeping and Inventory
Tue, 04/24/12 “	Topic 6 – Legal Matters, Income Tax Planning, Insurance, Human Resources
Fri, 05/04/12 (4:00pm)	Full and Completed Business Plans Due
Thu, 05/31/12 (All-day)	Finals Competition



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Mañalo!

808-245-6692

www.kedb.com