

# ONTARIO SECONDARY SCHOOL BUSINESS PLAN COMPETITION 2009

## RULES & REGULATIONS

### Oral Presentation of Commercial on YOU TUBE

**DEADLINE FOR SUBMISSION: MAY 29<sup>TH</sup>, 2009**



Every Business Plan submission must be accompanied by a 3-5 minute oral presentation in the form of a You Tube video. The grade for the presentation portion of the submission will be combined with the grade for the business plan for a final grade. Failure to submit an oral presentation will result in an incomplete submission to the Business Plan Challenge and as such will not be eligible for the competition.

The 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners of the business plan competition will have their videos featured on our web-site.

**PROCESS:** Create a 3-5 minute commercial in order to sell your business concept.

**STEP 1:** Digitally record a 3 to 5 minute video which advertises your business concept.

**STEP 2:** Upload your video to You Tube: <http://www.youtube.com/>

**STEP 3:** Send a link for your video via e-mail to: [mmiller@ocri.ca](mailto:mmiller@ocri.ca), attn: Mairi Miller

**STEP 4:** In your e-mail message clearly state your name, school, class & business concept.



### CONSIDER THE FOLLOWING CHECKLIST WHEN CREATING YOUR COMMERCIAL:

CONTENT	ORGANIZATION	DELIVERY
<input type="checkbox"/> I used an effective and appropriate attention getting device.	<input type="checkbox"/> I organized ideas in a meaningful way.	<input type="checkbox"/> My pronunciation was clear and easy to understand.
<input type="checkbox"/> I used emotional or persuasive appeals where appropriate.	<input type="checkbox"/> A clear introduction was present & included a statement of main points.	<input type="checkbox"/> My rate of speech was not too fast or too slow.
<input type="checkbox"/> I used supportive details.	<input type="checkbox"/> The body of the presentation contained support for the main points.	<input type="checkbox"/> My volume was not too loud or too soft.
<input type="checkbox"/> The information & arguments were easy to follow.	<input type="checkbox"/> Ideas flowed logically from one point to the next.	<input type="checkbox"/> My body language was not too relaxed or too tense.
<input type="checkbox"/> I stayed focused; I did not stray off my topic.	<input type="checkbox"/> A strong conclusion was present and had a call to action or belief.	<input type="checkbox"/> I didn't use filler words (uhm, uh, ah, mm, like).

This is your chance to be fun and creative with your business idea!

**TIP:** Play your video for friends and family and see if they understand your commercial & your business concept.

Don't have a digital video recorder? Ask your teacher if you can create the video at school and borrow the school's digital video recorder.

#### Judging Criteria :

1. /5 Remained within stated length of time
2. /5 Content
3. /5 Organization
4. /5 Delivery
5. /5 Demonstrated creativity and originality

Total: /25

#### CONTACT:

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