



Sponsored by ELECTRI International

2021 National Apprentice Start-Up Business Challenge for NECA JATCs

“Create a Winning Business Plan”

RULES AND REGULATIONS

Start-Up Challenge Program Manager:

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2021 Start-Up Challenge Rules

Participation

- ✓ All communications should be directed to **Laura Holmes** at laura.holmes@electri.org
- ✓ Apprentice participation is limited to apprentices actively enrolled and in good-standing with the local JATC. Apprentices who have graduated within twelve months of ELECTRI's January meeting will be eligible to take part in the selected on-site presentation at that January meeting (on odd years, 2021, winning Start-Up Challenge to present at NECA NOW).
- ✓ Apprentice teams are expected to consist of not more than three core team members and are encouraged to engage fellow apprentices in supporting roles. A maximum of 3 team members can present the proposal at the January ELECTRI meeting concurrent with NECA NOW (odd calendar years).
- ✓ Each apprentice team (not more than one team per JATC) may submit only one entry or model Business Plan for the competition.
- ✓ All team members are expected to be apprentices in good standing with a local JATC. Teams are encouraged to recruit apprentices who will best represent their JATC in a public forum setting.

External Input

- ✓ Each qualifying apprentice/team will present a Business Plan with Local NECA Contractor/Chapter involvement. The qualifying presenters will show proof of review with at least 3 local NECA contractors.
- ✓ The successful Business Plan must be original and have been prepared by presenter(s).
- ✓ All presenters are expected and encouraged to gain input and feedback on their proposal from NECA contractors, vendors, materials suppliers, and JATC Faculty or Training Directors.
- ✓ No presenter is permitted to have earned wages for participating in the competition or wages for working on the project selected by the team.

Apprentice Conduct/Business Plan Rubric

- ✓ Apprentices are expected to conduct themselves in a professional manner in all aspects of the competition.
- ✓ Apprentices are expected to plan visits and phone calls with all advisors in a professional manner that is not disruptive to the activities of the organization (NECA Contractors, Banks, financial advisors, etc.).
- ✓ Start-Up Challenge participants are expected to represent accurately the goals and intent of the competition in any website and publication materials they use to develop

sponsorship opportunities and outreach messages about their participation in the competition.

Start-Up Challenge Scoring Rubric

Present and address the following components in written form by **November 1, 2020** to laura.holmes@electri.org. The 1st place written presentation will be invited to present at the April 2021 NECA NOW meeting:

Banking/Bonding/Insurance/Legal/Finance (20pts.)

- a. Corporate Structure
- b. Financing
- c. Collections & Cash
- d. General Liability/Workers Compensation/Insurance Needs
- e. 5-year Projection

Safety (20pts.)

- a. Safety Policy
- b. Cost Containment Processes

Business Development/Strategy (20pts.)

- a. Target Markets
- b. Marketing Strategy

Operation Model (40pts.)

- a. Pre-fab
- b. Labor Force
- c. Productivity/Labor Tracking
- d. Pricing Structure/Estimating Systems

- ✓ Video presentation of written business plan is encouraged in initial selection process.
- ✓ The winning teams will be announced by **November 16, 2020**.

Travel Costs/Sponsorship/Expenses

- ✓ Apprentices are encouraged to seek financial sponsorship any costs associated with the development of the proposal.
- ✓ Travel for finalists (up to 3 selected apprentices on the first place team) will be provided by ELECTRI International. Direct billing for airfare and accommodations for each will be made in coordination with Laura Holmes at laura.holmes@electri.org. Awards for winning presentations will be made to the JATC of the winning presenters.
- ✓ Prize money is to be used to support general JATC apprentice activities, at the discretion of the local NECA Chapter Manager and JATC Director.

- ✓ The Best Presenter award will be given as an individual check, made out directly to the selected apprentice of the winning Start-Up Challenge Business Plan.

Start-Up Challenge Jury

The competition jury will be named by ELECTRI International’s Talent Initiative Committee and will include contractors and manufacturers who are members of the ELECTRI Council and contractor members of NECA.

Oral Presentation

ELECTRI International will provide the Rules and Regulations for the Oral Presentation to the three finalist teams when selected by the competition jury.

AWARDS

Three finalist teams will receive a financial award for their respective JATC program, and a plaque. The 1st place team will also receive travel support from ELECTRI International to attend the NECA NOW April 2021 meeting. The award for the Best Presenter, selected from the 1st Place Start-Up Challenge winning team, goes directly to the apprentice winning this category (on the 1st place team).

Team Presentation

1 st place	\$5,000
2 nd place	\$3,000
3 rd place	\$1,500
Best Presenter	\$ 500

Travel Support and Complimentary Registration for the ELECTRI Meeting and NECA NOW

All members of the 1st place team will receive complimentary registrations to January ELECTRI meeting on even years

OR

on odd calendar years, the 1st place team will be invited to present their winning business plan to attendees of NECA NOW, with travel and lodging sponsored by ELECTRI International.