Native Youth Business Plan
Competition Application
Introduction and Q&A

December 19, 2019
Webinar Management

All participants will be muted during the webinar.

➢ Use the “raise hand” feature here if you are experiencing any technical issues or when prompted by an organizer.

➢ Please use the question box to enter any questions to staff.
Native Youth Business Plan Competition
Project Team

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FOR 38 YEARS

STRENGTHENING
American Indian
COMMUNITIES & ECONOMIES

For 38 years

Our Mission...

to strengthen American Indian
economies to support healthy Native
communities. We invest in and create
innovative institutions and models that
strengthen asset control and support
economic development for American
Indian people and their communities.
Our Approach

First Nations has always been exclusively committed to Native control of tribal assets and to restore control and promote culturally-compatible stewardship of those assets.

Asset-Building Defined

A positive and collaborative approach, asset-building focuses on cultivating traditional knowledge and practices, and creating new ones to build Native capacities, capabilities and communities.

Why Asset-Building Works

Native nations are uniquely knowledgeable about their own communities. They know the strengths, challenges and needs of their communities better than outside agencies. It strengthens the effectiveness of Native nations to create solutions to their own challenges and allows them to best leverage their resources on their own terms. In brief, in the long term it works because it helps protect and enhance tribal sovereignty.
Our Strategies
How Change Happens

Our strategies are designed to support the entire ecosystem of transformative change in Native communities and build a network of grantee partners that ultimately leads to asset-building in Native communities.
Our Core Programs

Achieving Native Financial Empowerment
Native financial & investor education, consumer protection & financial fraud education, combating predatory lending, and research.

Nourishing Native Foods & Health
Native food systems, food security, health and nutrition, and food sovereignty efforts.

Advancing Household & Community Asset-Building Strategies

Investing in Native Youth
Native Youth & Culture Fund, college scholarship/internship programs, and youth-oriented financial education, among other programs.

Strengthening Tribal & Community Institutions
Nonprofit & tribal capacity-building activities including the Urban Native Project, Native Arts Capacity Building Initiative, and coalition-building work, among other programs.

Native Youth Business Plan Competition
• We are the longest standing and largest American Indian/Alaska Native economic and business development organization in the nation offering services including supply management and technical assistance to businesses and tribes nationwide

• Created in 1969, we are the first national organization solely dedicated to developing American Indian/Alaska Native economic self-sufficiency through business ownership and economic development

• Since our inception we have worked with approximately 80% of the tribes in the United States and assisted more than 25,000 American Indian and Alaska Native Enterprises while training over 100,000 tribal members in various aspects of business development

• The National Center has become Indian Country’s premiere business development agency with over 50 years experience collaborating with tribal entities and Native American entrepreneurs
The Native Youth Business Plan Competition is a partnership between First Nations Development Institute (First Nations) and the National Center for American Indian Enterprise Development (NCAIED). The competition will be held in conjunction with the Reservation Economic Summit (RES) 2020 and intended to simulate the real-world process of entrepreneurs seeking start-up funds.
Native Youth Business Plan Competition
Application Information

• The competition will consist of a high school division and a college division.
• Brief business plans will be due Wednesday, January 8, 2020 by 5 p.m. MST.
• 10 semifinalist (5 high school division teams and 5 college division teams) will be selected to receive additional business mentorship and participate in the finalist competition held at RES 2020.
• Semifinalists will also will be awarded travel scholarships that cover registration, airfare, lodging, meals and ground transportation to attend RES 2020 to pitch their business plans in front of a panel of Native judges and investors.
Native Youth Business Plan Competition

Prizes

The top three teams from each division will be awarded small prizes to aid in their business ventures:

- First-place teams will receive $7,500
- Second-place teams will receive $5,000
- Third-place teams will receive $2,500
Eligibility

- The Native Youth Business Plan Competition is open to teams of two to three Native youth.
- Teams must be able to attend a one-day workshop and on-stage competition on Tuesday, March 3, 2020, at the Reservation Economic Summit (RES).
- Members of each team must be affiliated with a state- or federally-recognized tribe.
- Members of each team must be between 14 to 24 years of age.
- The competition will consist of a high school division and college division. Teams are required to have up to three youth of the same age group/division.

PLEASE NOTE: You cannot have one high school division youth and one college division youth on a team.
1. **Executive Summary**: Snapshot of your business concept and product/service.

2. **Market Analysis**: Research on your industry and consumer demand. This is where you identify your target audience and potential competitors.

3. **Marketing & Sales**: Describe how you will promote your product or service. Do this by answering the 5 P’s of marketing.

4. **Budget & Financial Projections**: Research on how much money your business could make. This is where you describe how much money will you need to start up your business and annual operating costs.
Native Youth Business Plan Competition

Selection Criteria

The following will influence the judges’ decisions:

- The value created by the new product or service,
- The attractiveness of the market opportunity, the competitive advantage of the proposed venture,
- The operational and technological viability,
- The capability of the management team,
- The clarity and persuasiveness of the plan, and the capital requirements and financial forecast.

Ultimately, the winning team should be the team in which the judges would most likely invest their money.
Native Youth Business Plan Competition
Semi-Finalist Expectations

• Semifinalist youth teams will be expected to work remotely or in-person, when able, with their mentors to address weaknesses in their business concepts and address additional aspects such as organizational management and operational and technical viability.

• A revised version of the application addressing all components of a business plan will be submitted on March 1, 2020, prior to the final competition.

• Semifinalists under 21 years of age are required to have an adult chaperone accompany them at the conference. First Nations will pay for one chaperone per team, if needed.

• Semifinalists under the age of 18 years of age are also required to submit a signed parental/guardian consent form with their application.
Native Youth Business Plan Competition

Required Attachments

1. **Attachment A: Tribal Documentation.** Proof of tribal affiliation (i.e. scanned copy of your Tribal Enrollment card, official letter from tribe stating membership of Indian Blood, etc.). Native Hawaiians may submit a copy of their birth certificate stating Hawaiian ancestry OR information from a registry indicating Native Hawaiian ancestry.

2. **Attachment B: Parental/Guardian Consent Form.** ([Download here](#)). Applicants under 18 years of age must have parental/guardian consent to attend the business plan competition on March 3, 2020, at the Reservation Economic Summit (RES) in Las Vegas, Nevada.

3. **Attachment C: Chaperone Consent Form.** ([Download here](#)). Semifinalist teams where all applicants are under 21 years of age are required to have an individual age 21 or older accompany them at the conference. First Nations will pay for one chaperone per team if needed.

4. **Attachment D: Supporting Materials (Optional).** Any additional items or research you have done to support your business venture (limited to 3).
Online Application Overview
TIPS FOR FILLING OUT THE ONLINE APPLICATION

01 Prepare your answers in a Word document and copy and paste your answers into the online application system.

02 Make sure you follow the format of each section and do your best to answer every question.

03 Always tie your answers to the grant program priorities listed in the RFP.

04 Submit all required attachments.
TIPS FOR FILLING OUT THE ONLINE APPLICATION

05 Be sure to save your work in the online system often!!!!!!!
Important Note!

• Please allow yourself enough time to submit a complete application before the deadline, as the system will shut down automatically at 5:00 p.m. Mountain Standard Time on January 8, 2020.

• No data may be entered thereafter. We do not accept partial, faxed, emailed or mailed applications. Applications that are not received on time due to user error will not be considered.
Questions
Native Youth Business Plan Competition

Application Contacts

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