



FOUNDATIONAL
LEADERSHIP &
ENTREPRENEUR
X-PERIENCE

BUSINESS PLAN Submission

Email Business Plans in pdf format to
info@chambercommunityfoundation.org
by **October 16, 2026**.

Business Plans Submitted should be the student's own work. AI-written plans will not be considered.

Business Plans are NOT PowerPoints, presentations, or photos. Business plans are typed pdf documents that outline the essential components of your current or proposed business in a condensed form (2-5 pages).

Student companies can be owned by one, two or three students. One business plan per company should be submitted.

Questions???

For more info & tips, sign-up for a student account at journeys.georgiaflex.org

Laurens County Team Lead, Sara Kolbie

FLEX School Leadership:

DHS: Ben Lanier & Melanie Newman

ELHS: Ramona Edwards

Trinity: Candice Usry & Josh Ward

WLHS: Trixie Scott

Use this outline as a suggested guide to compose your company business plan.

☒ OWNER(S) BIO

☒ COMPANY DESCRIPTION

☒ ORGANIZATIONAL STRUCTURE

☒ PRODUCT BREAKDOWN

☒ COMPETITIVE ANALYSIS

☒ MARKET ANALYSIS

☒ MARKETING & SALES STRATEGY

☒ FUNDING

☒ DISCLOSURES

OWNER(S) BIO

The first section that should appear in your business plan is an owner's bio. This section should include the owner's name(s), grade, school, contact information, and what inspired you to join FLEX. This section could also include how you became interested in your business subject and what you are most interested in learning in the process of FLEX. Other questions you could answer in this section are:

What are your skills that you bring to this business?

Where did you learn these skills from and what experience you have had in this area?

What inspires or motivates you in this business?

COMPANY DESCRIPTION

List the name of your business and short description including the products or services it will provide. Describe what you want your business to accomplish. Create a mission statement or why you believe this business should exist.

ORGANIZATIONAL STRUCTURE

This section should outline the way that your organization will be set up. Will it be a partnership or sole proprietorship? Use this section to introduce your company members and summarize their skills and how those skills will benefit the company. What might be their primary job responsibilities? Will you need to hire help for certain responsibilities?

PRODUCT BREAKDOWN

This portion of your business plan should include exactly what service or product you're planning to create and sell. If you know how much it will cost to make your products and how much money you're hoping to bring in, those are great details to add. If you are selling a service, be sure to include the tools and consumable items you will use during those services.

COMPETITIVE ANALYSIS

A good business plan will present a clear comparison of your business to your direct and indirect competitors. What are businesses who offer similar products or services? You'll need to show that you know their strengths and weaknesses and explain how your business will compare/compete with them. Why will customers choose your business over other options?

MARKET ANALYSIS

Ideally, your market analysis will show that you know the ins and outs of the industry and the specific market you're planning to enter.

In this section, you'll need to give an explanation of the need or problem that your business will address.

How will your business provide a solution to that need or problem?

Provide details about the consumers to whom you'll be marketing your business. Who will your customers be? Why do they need your product or service?

MARKETING PLAN & SALES STRATEGY

In this section describe how you intend to get your products and services in front of potential customers. What methods and timing will you use to promote your business? Will you use word of mouth, social media, print, or digital media? Include your logo, catch phrases, and branding if you have them.

How will you sell the products you're building? Will you sell online or in person? Who will be selling your products or services and how? How will you continue to grow or stabilize your sales?

FUNDING

The top 10 selected companies will receive a \$200 investment loan to help get their businesses off the ground. How do you plan to use the capital for your business? How will that investment turn into revenue? What start-up costs do you anticipate? What funding mechanisms will you use to begin your business and keep it operational? How will you pay yourself and anyone you hire?

DISCLOSURES

For the purpose of this competition, please disclose any additional information that you feel the panel may need to know about your company. This would also include information about any support you are receiving from friends or family, including supplies, tools, and funding (i.e. parents are providing cell phone and service; friend is providing social media support for free).



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