



DeGroote  
SCHOOL OF BUSINESS



HIGH SCHOOL  
BUSINESS  
HEROES

**2017**

**Submission Details**

## Submission Details

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## Competition Overview

The case challenge will consist of three phases. At the start of each phase of the competition, teams will be given an outline of the phase requirements, rubrics and entry submission deadline.

**Phase 1:** The first phase is an Elevator Pitch. At this stage all registered teams are required to present a proposal outlining the key elements of their business ideas and analysis. The purpose of this stage is to give teams the opportunity to analyse the competition brief and present their innovative solutions in a short, concise summary. All teams will receive feedback and can then begin preparation for Phase 2.

**Phase 2:** Teams will be required to create a Business Plan Report. This comprehensive report must include an in-depth analysis using primary and secondary research. This stage is for participants to take the ideas presented in Phase 1 and expand on it. The report consists of an evaluation of their innovative ideas, data demonstrating justification of choices, and the feasibility of the proposal in a marketing plan. From the submitted reports the Top 10 teams will be chosen to continue to the final stage of the competition.

**Phase 3:** The Top 10 teams must present their proposed business plan and implementation strategy at the Closing Ceremonies in front of a panel of judges. Teams must also submit a PowerPoint prior to the presentation date. Industry professionals will evaluate students and select the Top 3 teams who will become the High School Business Heroes of the competition.

## Competition Outline and Criteria

### Submission Formatting

#### Title Page

All submitted documents at each phase of the competition must include a title page. Elements of a title page:

- Document title
- Date of submission
- School name
- Team name
- Include a table, in alphabetical order, with three columns listing: Last Name, First Name, and Email Address
- Names of mentors assigned to the team

#### Elevator Pitch Report Formatting

Documents must include these elements in the following order: Title Page, Appendices (if applicable), and Bibliography. The text should communicate the information in the order that it is requested, and be written in complete grammatical sentences (except for any tables). Tables always require a table title and an introductory sentence. All documents must incorporate the following:

- One inch margins
- Full justification for the body only
- The body may not exceed the predetermined length (\*title page, references page, and appendices are not included in document page limits)
- An impersonal point of view (i.e. do not use 'we' or 'our')
- Size 11pt. Arial font for all pages (including the Title Page)
- Follow grammar rules, including full sentences and paragraphs
- Numbered pages (also size 11 Arial font)
- 1.5 line spacing EXCEPT for within and between endnote and bibliographic citations

#### Business Plan Report Formatting

Documents must include these elements in the following order: Title Page, Contents, Appendices (if applicable), Notes, and Bibliography. The text should communicate the information in the order that it is requested, and be written in complete grammatical sentences (except for any tables). Tables always require a table title and an introductory sentence. All documents must incorporate the following:

- One inch margins
- Full justification for the body only
- The body may not exceed the predetermined length (\*title page, references page, and appendices are not included in document page limits)
- An impersonal point of view (i.e. do not use 'we' or 'our')
- Size 11pt. Arial font for all pages (including the Title Page)
- Follow grammar rules, including full sentences and paragraphs
- Numbered pages (also size 11 Arial font)
- Include the required bolded subheadings
- 1.5 line spacing EXCEPT for within and between endnote and bibliographic citations

## Citations

All submissions must include proper citations and source references. This includes both endnotes and a bibliography. Please refer to the McMaster University "Business Citation Guide" PDF file for assistance in sourcing various primary and secondary resources.

- Citation Guide: <http://library.mcmaster.ca/sites/default/files/businesscitation.pdf>
- All research resources used must be credible and relatively recent academic sources. Sources used should date back no longer than 5 years

Review the Citation Guide for additional reference and formatting guidelines (i.e., endnotes and bibliographic citations). Be aware that the lack of referencing is not considered a formatting error. It is considered academic dishonesty and your submission will be graded accordingly.

## Submission Details

- One submission from each team must be sent electronically to [hsbh@mcmaster.ca](mailto:hsbh@mcmaster.ca) *with your team name in the subject line*. Submissions received after the stated deadline will be ineligible.
- A submission notification e-mail will be sent to the team's main contact within 24 hours to confirm it has been received.
- Submissions which are determined to hold false information will be deemed ineligible.

## Business Report Evaluation

Submissions will be evaluated on three criteria:

1. 20% Format (incl. Submission Outline, Citation Guide, grammar, spelling, etc.)
2. 40% Research (sources and amounts of secondary data)
3. 40% Analysis (incl. introduction, organization, data interpretation, theory application, and conclusion)

**a) Format:** Edit your report as a group. It takes time to ensure that there are no editing (e.g., spelling and grammar) errors, citation errors, or content errors. Since each group member writes differently, the Report needs to be edited so that it contains all of the required content, that it flows smoothly, and that it appears that one person wrote it. Otherwise, it would be a cut and paste exercise and this should not be the case when a group of individuals collaborate to produce an excellent report.

**b) Research:** You are required to integrate as many different sources **and** amounts of secondary research as possible. This research must be reliable and relevant. Many tools have been created to start you in the right research direction.

Good business decisions need to be based on the most recent data available. As a result, you are expected to find the most recent information as it relates to each of the report requirements.

This is an opportunity to apply what you are learning in many of your high school business classes. It is also an academic exercise. Among other learning outcomes, you should be demonstrating the development of your research skills through the accurate application of research sources.

**c) Analysis:** Analysis should flow from the research and answer "So what?" The analysis should not repeat what was in the research. Nor, should it include other facts, statistics, or expert opinion that you have taken from primary or secondary sources. Rather, analysis needs to be in your own words and be based on what you have learned to date, general readings, etc.

## HSBH 2017 Contact Information

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