



## 18th Annual Student Business/Entrepreneurship 2026

### Business Model Canvas Competition

Hosted by: VtSBDC | VT REAL | VBEC

REQUIREMENTS, TIMELINES/SUBMISSIONS, EXPECTATIONS, FORMATS & RUBRICS

Open to all Vermont High School & Career-Tech Center Students – Cash Prizes for Top Entries

#### SCHOOL REQUIREMENTS:

Schools may submit up to four Business Model Canvas (BMC) Plans. If a school would like to submit additional plans - reach out to Tamie-Jo Dickinson to see if it is possible.

Tamie-Jo Dickinson: [Tamie-Jo.Dickinson@vtsbdc.org](mailto:Tamie-Jo.Dickinson@vtsbdc.org) 802-448-0343

*State-Wide Startup Advisor – Entrepreneurship Education - VT Small Business Development Center (VtSBDC)*

#### TIMELINES/WHAT & HOW TO SUBMIT:

<b>February 1 – May 1, 2026</b>	<u>Competition Is Open</u> Students prepare a Business Model Canvas (BMC) for a product(s) and/or service(s) using the attached Explanations and Rubrics as guidelines.
<b>May 1, 2026</b>	<u>Submission Deadline</u> Submit all material here: ( <a href="#">USE THIS LINK TO SUBMIT</a> ) <b>3:00 p.m.</b> Note: Documents not submitted on time or not in the correct format will have points deducted or may be excluded from the competition.
<b>Week of June 1st</b>	<u>Announcement:</u> of 1st, 2nd, 3rd and potential honorable mention placements.

# BUSINESS MODEL CANVAS (BMC) w/ Executive Summary COMPETITION

**FORMAT & GUIDELINES:** Students/Teams – Prepare a Business Model Canvas Template - use fillable template with 9 boxes (up to 2 pages) or enter information on 8 ½ x 11 paper (up to 2 pages) and an Executive Summary – (up to 2 pages). Access the fillable BMC

TEMPLATE through this link: [BUSINESS MODEL CANVAS](#)

Business Model Canvas		Designed for:	Designed by:	Date:	Version:
<p><b>7)Key Partners</b></p> <p>What <b>outside organizations</b>, businesses, or professionals are linked to the success of this business? How? Consider: <b>Suppliers, competitors, professional services</b> (bookkeeping, legal, accounting, marketing, janitorial services, landscaping), and <b>agencies</b> such as the Vermont Small Business Development Center and the Center for Women and Enterprise.</p>	<p><b>5)Key Activities</b></p> <p>What are the day-to-day, monthly, yearly tasks needed to keep the business afloat? Consider: Based on our <b>value propositions</b>, what kinds of activities are key to our business? What kinds of activities are key to our <b>distribution channels</b>? What kinds of activities are important if we want to maintain our <b>customer relationships</b>? What kinds of activities are fundamental to our <b>revenue streams</b>?</p>	<p><b>2)Value Propositions</b></p> <p>What products/services do you offer? What <b>problem/need</b> does your product/service solve? How do you do it <b>better/differently</b> from your competition? What <b>value</b> do you deliver to the customer?</p> <p>Consider: Convenience, customization, uniqueness/one-of-a-kind, socially responsible, brand, locally sourced materials, quality, timeliness, level of economic and psychological risk.</p>	<p><b>4)Customer Relationships</b></p> <p>How do you interact with the customer through their 'journey'? Consider: <b>Customer acquisition</b>—the process of persuading a customer to select your organization's product over choices available in the market. <b>Customer Retention</b>—the long-term relationship a company establishes with its customers. Consider: special offers for repeat customers, subscription models, warranties, rebates, free tech support, sales and trade discounts, etc.</p>	<p><b>1)Customer Segments</b></p> <p>Who are the customers? What do they <b>Think? See? Feel? Do?</b> Consider creating a day-in-the-life story of your customer including <b>demographics, geographics, psychographics, and physiographics</b>. Show how this customer needs your value proposition.</p>	
<p><b>6)Key Resources</b></p> <p>What assets must the business have to compete? Consider: <b>Human</b> (employees), <b>Financial</b> (cash, lines of credit, etc.), <b>Intellectual</b> (brand, patents, IP, copyright), <b>Physical</b> (equipment, inventory, buildings).</p>			<p><b>3)Channels</b></p> <p>How do we <b>educate</b> customers about the benefits of the products and services we sell? How can we help customers in <b>evaluating</b> our Value Proposition? How do we <b>deliver</b> our product/service into the hands of our customer? How can we provide <b>After Sales</b> customer care and support?</p>		
<p><b>8)Cost Structure</b></p> <p>What are the business' major <b>start up</b> and <b>ongoing costs</b>? What are the <b>fundamental costs</b> associated with delivering the value proposition? Which <b>Key Resources</b> represent a significant expense to the business? Which <b>Key Activities</b> represent a significant expense to the business?</p>			<p><b>9)Revenue Streams</b></p> <p>How does the business <b>earn revenue</b> from the <b>value proposition</b>?</p> <ul style="list-style-type: none"> <li>• <b>Transaction-based revenue:</b> made from customers who make a one-time payment</li> <li>• <b>Recurring revenue:</b> made from ongoing payments for continuing services or post-sale services</li> </ul>		



<ul style="list-style-type: none"><li>• The problem/need solved by this product/service is clear and reasonable &amp; how this business is better/different from the competition.</li></ul> <p><b><u>Includes information about "The Triple Bottom Line":</u></b></p> <ul style="list-style-type: none"><li>• Adds how the business incorporates Social Responsibility - giving back to the community and/or others (triple bottom line - people, planet, profit)</li></ul> <p><b><u>Marketing to include: Channels: (#3)</u></b></p> <ul style="list-style-type: none"><li>• The plan outlines how the business educates/informs customers about the benefits of the products and services sold.</li><li>• How the business helps customers in evaluating the Value Proposition.</li><li>• How the business delivers product/service to the customer is clear/reasonable.</li><li>• How the business provides after sales customer care and support.</li></ul> <p><b><u>Customer Relationships: (#4)</u></b></p> <ul style="list-style-type: none"><li>• It is clear how the business interacts with the customer through their 'journey'?</li><li>• The process of persuading customers to select your organization's product/service over choices available in the market is explained.</li><li>• How the business develops long-term relationships with its customers is addressed.</li></ul> <p><b><u>Operations to include:</u></b></p> <p><b><u>Key Activities: (#5)</u></b></p> <ul style="list-style-type: none"><li>• It is clear what the business needs to do (behind the scenes) to deliver value (products/services) to the customer - all of the key activities</li><li>• The value proposition is addressed including activities key to the business distribution - channels, customer relationships and meeting financial goals.</li></ul> <p><b><u>Key Resources: (#6)</u></b></p> <ul style="list-style-type: none"><li>• The necessary human, financial, intellectual and physical resources to make this business successful are addressed.</li><li>• All key activities for delivering the value proposition are addressed including activities key to our distribution channel, customer relationships and meeting financial goals.</li></ul> <p><b><u>Key Partners: (#7)</u></b></p> <ul style="list-style-type: none"><li>• It is clear what outside organizations/businesses are critical to business success: suppliers, competitors, professional services, etc.</li><li>• BMC discusses how these outside organizations are crucial to success.</li></ul> <p><b><u>Financial Plan to include:</u></b></p> <p><b><u>Cost Structures: (#8)</u></b></p> <ul style="list-style-type: none"><li>• The business' major start up and ongoing costs are identified.</li><li>• The fundamental costs associated with delivering the value proposition are outlined.</li><li>• It is clear which Key Resources &amp; Activities represent significant expenses to business.</li></ul> <p><b><u>Revenue Streams: #9</u></b></p> <ul style="list-style-type: none"><li>• It is clear how the business earns revenue from the value proposition.</li><li>• The products/services and prices charged are clear/seem appropriate for the industry.</li></ul>		
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<p><b><u>Business Plan Format Guidelines &amp; Language Arts Skills • Typed plan – organized – good overall appearance - presentation</u></b></p> <ul style="list-style-type: none"> <li>• Provides - name, date, student name(s); school and address</li> <li>• Teacher name, phone number(s), email</li> <li>• Correct Spelling, grammar, punctuation, sentence structure</li> </ul>	<p><i>Out of Possible 10 Points</i></p>	
<p><b><u>Overall Feasibility for Success?</u></b></p>	<p><i>Out of Possible 10 Points</i></p>	
<p><b><u>Total Points Available</u></b></p>	<p><i>Out of Possible 100 Points</i></p>	