

Tennessee FFA Bull Pen Guidelines



- **Purpose**
 - Modelled after the television show “Shark Tank”, the Bull Pen Challenge is designed to stimulate the Tennessee agricultural economy through youth entrepreneurship. Participants are to utilize this contest as a way to create or expand a Supervised Agricultural Experience, better their business acumen, and create a true economic impact on Tennessee agriculture. This contest is a partnership between the Tennessee Department of Agriculture and the Tennessee FFA Foundation.
- **Event Format**
 - Business, Idea, or Product
 - Students are tasked with creating a unique product or service that will have a positive impact on the Tennessee agriculture economy. The product or service must be realistic and feasible.
 - Presentation
 - Students are to create a thirty second to two minute video that will be played for the Bulls prior to the students beginning their presentation. This video can be used to give a fun introduction to the presentation or to show the need for the product/ service that students may not be able to otherwise visually display.
 - Students will then pitch their idea to the Bulls through a clear and persuasive narrative that describes the usefulness of the product/ service, its impact on the Tennessee agriculture economy, all necessary financial concepts, and the business strategy.
 - Following the presentation, students must be able to answer questions from the Bulls regarding the business or idea.
 - Business Plan
 - Students must submit a written business plan with a clear explanation of costs, strategies, and marketing initiatives. The business plan must also indicate short-term and long-term goals and have a clear description of the target audience with accompanying demographic data.
 - **Guidelines for business plan**
 - Double-spaced with 1” margins.
 - Paginated (numbered pages not including cover page).

- 12-point Times New Roman font (not including display text or headings).
- Submitted electronically in PDF format to Marisa Hughes at marisahughes@tnffa.org.
- The business plan must include the following sections:
 - **Cover page-** Must include the title of the business plan, state, chapter name, team member names and year. May include a creative design.
 - **Table of contents**
 - **Introduction and Overview-** Two pages maximum. The introduction should include a brief background of the product or business, a statement of the problem establishing the need for this product or business, and a brief summary of the impact it will make on Tennessee agriculture. The overview should include a brief preview of what is contained in the plan and how it will benefit customers. This section will also state the objectives/ short-term and long-term goals of the business plan.
 - **Audience-** One page maximum. Who the business is trying to reach with the product or service. Should also include the demographic characteristics of the intended audience. Teams may have a primary and a secondary audience.
 - **Strategic Plan-** Four pages maximum. Should include:
 - Key messages to communicate to the audience
 - Explanation of how the objectives described in the introduction will be met/ description of how the plan will be executed
 - How the product will positively impact the Tennessee agriculture economy
 - Mission statement
 - Students are encouraged to research and reasonably detail plans/ future plans to participate in Tennessee Department of Agriculture, or University of Tennessee (Extension, Center for Profitable Agriculture) marketing programs to advance their business.
 - Participants should research and reasonably summarize any state legal or safety regulations associated with the product, as well as any permits or licensing applications needed for the business.
 - **Budget, Justification, and Matching Funds-** Two pages maximum. Should include: a clear explanation of estimated costs and expenses. Students are encouraged to research and describe plans/ future plans to apply for Tennessee Department of Agriculture or UT matching funds or grants.

- **Conclusion-** One page maximum. A final summary of key points related to the business plan. Not a restatement of the introduction and overview.
 - **References-** Students must properly cite all references used, formatted and edited according to the Publication Manual of the American Psychological Association.
 - **Appendices-** Students are encouraged to use examples of communication/ marketing tactics they have created such as screenshots of their website, social media pages, advertisements, as well as permits, applications, licenses, etc.
- **Scoring**
 - See Rubric
 - **Event Rules**
 1. Teams may have no more than two members.
 2. The time allotted for each individual/ team to present is 10 minutes maximum. The informative video will be played prior to the presentation and is not included in the ten minutes. After students have presented, there will be a five-minute Q & A session.
 3. FFA Official Dress is required for this event.
 4. Students may use any visual aid they deem necessary to display their product or demonstrate their service. Signage and prototypes are encouraged. A projector and screen will not be provided.
 5. Video (no more than two minutes) must be submitted to Marisa Hughes at marisahughes@tnffa.org no later than March 21, 2022.
 6. Business plan must be submitted in a PDF format to Marisa Hughes at marisahughes@tnffa.org no later than March 21, 2022.
 7. FFA members who have received first place in the Bull Pen Challenge during their FFA tenure are ineligible to compete.