

# Laurens County FLEX

FOUNDATIONAL  
LEADERSHIP &  
ENTREPRENEUR  
X-PERIENCE

Deadline to submit Business Plan & Student Application: **October 14, 2025**

*Ready To Apply?*

- I have carefully read through the calendar, the competition rules, the judging rubric, and the personal reflection questions.
- I have legibly filled out and obtained the signatures required on the student application (page 1 and 2).
- I have written and typed a business plan using the outline provided.
- I have submitted my typed business plan **and** student application by the deadline of **October 14, 2025**, to :  
<https://form.jotform.com/252535121197151> or by using this QR code.

## TOP TEN LAURENS COUNTY FINALISTS

will be announced in late October!!



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FOUNDATIONAL  
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[www.georgiaFLEX.org](http://www.georgiaFLEX.org)



## Ask yourself the following personal reflection questions:

- What are my personal strengths and how can I use them in my business?
- Does this business meet a need within my community?
- Do I have a passion for or enjoy this type of work?
- Do I have a baseline knowledge of this industry?
- What resources do I already have that could help me be successful?
- Does this business have the potential to be profitable?
- Can I do this alone, or do I need a partner?
- Is the initial start up cost fairly low?
- Will this business require extensive regulation?

### SCHOOL FLEX REPS:

DHS: Ben Lanier

ELHS: Ramona Edwards

Trinity: Candice Usry

WLHS: Trixie Scott



FLEX 2024

CHAMPION VIDEO

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## BUSINESS IDEAS

### SERVICE-BASED BUSINESSES:

- Event planning and management
- Photographer
- Decorator
- Personal tutoring or educational services
- Fitness training and coaching
- Graphic design/branding services
- Social media and digital marketing services
- Tutoring and education
- Childcare
- Dog walking/pet sitting
- Agricultural consulting
- Small engine repair/mechanics
- Handyman
- Moving and selling scrap metal
- Pressure washing
- Car Washing or detail service
- Cleaning/laundry service
- Lawn care service
- Errand service
- Gift wrap service
- Organization services
- Meal subscription services
- Restore/upcycle furniture

### PRODUCT-BASED BUSINESSES:

- Innovative consumer products
- Fashion and apparel
- Health and wellness products

### TECHNOLOGY AND INNOVATION:

- Mobile applications
- Software development
- Website design and development
- Tech support
- Influencer/Podcaster/Vlogger

### FOOD AND AGRICULTURE:

*(certification may be required)*

- Specialty or niche food products
- Agricultural products

### ARTS AND CRAFTS:

- Handmade jewelry and accessories
- Artwork and paintings
- Customized merchandise (e.g., personalized gifts)
- Handcrafted home decor items
- Creative DIY kits or workshops

### COMPETITION RULES

- Student companies may be run by 1 to 3 person teams.
- Each student may be on the management team of only 1 company.
- Student participation is at the discretion of the school faculty in which that student attends.
- The competition is open to 9th-12th grade students.
- Student companies must have a school mentor as a part of their management team.
- Companies must pay back their seed money loan to be considered for round 3.
- Companies are allowed to accept outside investments or use any funding option available to them as long as the transactions are disclosed and documented. Round 2 companies will be taught how to log that information.
- Students who have previously competed in FLEX are allowed to participate again, except local champions.



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## 2025 - 2026 LAURENS COUNTY DRAFT CALENDAR

SEPTEMBER 14	<b>DEADLINE: STUDENT SIGN-UP for 1<sup>st</sup> WORKSHOP</b>
SEPTEMBER 15-19	<b>BUSINESS PLAN WORKSHOPS HELD AT EACH HIGH SCHOOL</b> WLHS 09/16 @1:45pm Trinity 09/17 @11:45am DHS 09/17 @1pm ELHS 09/18 8:30am-2pm
OCTOBER 14	<b>DEADLINE FOR STUDENT BUSINESS PLAN SUBMISSIONS</b>
OCTOBER 17	<b>TOP 10 ANNOUNCED</b>
OCTOBER 24	<b>MARKETING/SALES WORKSHOP + SEED LOAN SIGNING</b>
NOVEMBER 7	<b>BUSINESS FINANCE 101 WORKSHOP</b>
NOVEMBER 21	<b>CUSTOMER SERVICE/DRESS FOR SUCCESS WORKSHOP</b>
DECEMBER 5	<b>SALES EXPO + BUSINESS FINANCE 102 WORKSHOP</b>
FEBRUARY 6	<b>SALES EXPO &amp; LOCAL FINALS</b>
FEBRUARY 9	<b>TOP 3 ANNOUNCED</b>
FEBRUARY 16	<b>PUBLIC SPEAKING WORKSHOP</b>
MARCH 3	<b>MENTOR FEEDBACK SESSION/MOCK FINALS/VIDEOGRAPHY</b>
MARCH 13	<b>LOCAL FINALS &amp; SALES EXPO for TOP 10 (OFFICIAL ST. PATRICK'S EVENT?)</b>
	<b>MENTORS WOULD MEET at least MONTHLY WITH THEIR STUDENT: OCT, NOV, DEC, JAN, FEB</b>

PROGRAM INFO: Page 3 of 4

## JUDGING RUBRIC

COMPANY NAME
CRITERIA
Creativity and Innovation
Profitability
Sustainability
Potential for Growth
Customer Service
Marketing and Branding
Overall Feasibility
Knowledge of Industry
Panel Discretion
Total Points

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## BUSINESS PLAN OUTLINE

Use this outline as a guide to compose your company business plan and attach it to your application.

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> COMPANY DESCRIPTION                        | <input checked="" type="checkbox"/> MARKETING PLAN |
| <input checked="" type="checkbox"/> MARKET ANALYSIS                            | <input checked="" type="checkbox"/> SALES STRATEGY |
| <input checked="" type="checkbox"/> COMPETITIVE ANALYSIS                       | <input checked="" type="checkbox"/> FUNDING        |
| <input checked="" type="checkbox"/> DESCRIPTION OF MANAGEMENT AND ORGANIZATION | <input checked="" type="checkbox"/> DISCLOSURES    |
| BREAKDOWN OF YOUR PRODUCTS AND SERVICES  |  |

Whether you're planning to open a car wash or a tech startup, you'll need to explain why your business is necessary and how it'll differ from its competitors. That's where your business plan comes in. It provides investors, lenders and potential partners with an understanding of your company's structure and goals.

### COMPANY DESCRIPTION

The first section that should appear in your business plan is a company description. It's best to include key information about your business, your goals and the customers you plan to serve.

- What do you want your business to accomplish?
- What is your mission statement?
- What are your products or what services will you provide?
- Why are you starting this company? What experience do you have in this industry?

Your company description should also discuss how your business will stand out from the others in the industry and how the products and/or services you're providing will be helpful to your target audience.

### 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? Also, provide details about the consumers to whom you'll be marketing your business. Who will your customers be?

### 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.

### DESCRIPTION OF MANAGEMENT AND ORGANIZATION

Following your market analysis, your business plan will outline the way that your organization will be set up. You'll introduce your company members and summarize their skills and how those skills will benefit the company. What might be their primary job responsibilities?

Also, introduce your advisor and explain why you chose him/her. What do you hope to gain from working with him/her?

### BREAKDOWN OF YOUR PRODUCTS AND SERVICES

This portion of your business plan should include exactly what you're planning to create and sell, how long your products are supposed to last, and how they'll meet an existing need.

If you know how much it'll cost to make your products and how much money you're hoping to bring in, those are great details to add.

### MARKETING PLAN

In your business plan, it's important to describe how you intend to get your products and services in front of potential clients. That's what marketing is all about. How will you promote your business?

### SALES STRATEGY

How will you sell the products you're building? That's the most important question you'll answer when you discuss your sales strategy. Will you sell online or in person? Who will be selling your products or services and how?

### FUNDING

The top 10 selected companies will receive an investment loan from the bank panel 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?

### DISCLOSURES

For the purpose of this competition, please disclose any additional information that you feel the panel may need to know about your company.



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## STUDENT APPLICATION

Deadline to submit: October 14, 2025

### YOUR COMPANY

YOUR COMPANY NAME and DESCRIPTION:

SOCIAL MEDIA ACCOUNT HANDLES:

Facebook:

Instagram:

Other:

### YOUR MANAGEMENT TEAM

#### PARTNER 1

Name:

Grade:

Pathway:

School:

Phone Number:

Email Address:

(Please check email regularly for updates on FLEX.)

By signing below, I certify that I am willing to join this team and participate in FLEX.  
I also give FLEX permission to use my photograph and business social media content.

Signature:

Date:

Parent/Guardian Signature:

Date:

Team Partner

PARTNER 2 Optional

Name:

Grade:

Pathway:

School:

Phone Number:

Email Address:

(Please check email regularly for updates on FLEX.)

By signing below, I certify that I am willing to join this team and participate in FLEX.  
I also give FLEX permission to use my photograph and business social media content.

Signature:

Date:

Parent/Guardian Signature:

Date:



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## STUDENT APPLICATION

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### PARTNER 3 Optional

*Team Partner*

Name:

Grade:

Pathway:

School:

Phone number:

Email Address:

(Please check email regularly for updates on FLEX.)

**By signing below, I certify that I am willing to join this team and participate in FLEX.  
I also give FLEX permission to use my photograph and business social media content.**

Signature:

Date:

Parent/Guardian Signature:

Date:

### ADVISOR

Companies must have an advisor from within the School System. Please have your chosen advisor sign to certify that they commit to participate with your company.

### ADVISOR

Company Advisor Name:

Phone number:

Email Address:

(Please check email regularly for updates on FLEX.)

Check this box if you do not have an advisor in mind and would like to be matched with the help of your local FLEX Team.

**By signing below, I certify that I am willing to join this team and participate in FLEX. I also give FLEX permission to use my photograph.**

Signature:

Date :

??? Questions ???  
Contact Your School Rep or email:  
[info@chambercommunityfoundation.org](mailto:info@chambercommunityfoundation.org)

### SCHOOL FLEX REPS:

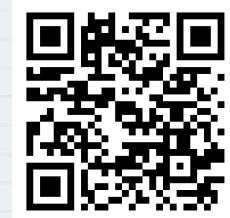
**DHS: Ben Lanier**

**ELHS: Ramona Edwards**

**Trinity: Candice Usry**

**WLHS: Trixie Scott**

**SUBMIT YOUR  
APPLICATION & BUSINESS  
PLAN BY USING THIS  
QR CODE OR AT:  
[https://form.jotform.com  
/252535121197151](https://form.jotform.com/252535121197151)**



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