Category	Normal score	International %ile low mid high
Preliminary Business Plan Proposal and Oral Presentation	93	89
Overall	93	89

DECA™

2018 International Career Development Conference

Student:	Janakitti Ratana-Rueangsri
School:	The Woodlands School
Association:	Ontario
Competitive Event:	Start-Up Business Plan

Preliminary Business Plan Proposal and Oral Presentation

	Met Prof	Intl %ile	NV BE ME EE
1. Executive Summary: One-page summary of the business model	✓	86	
2. Problem: List of the top three problems the product/service is addressing	✓	100	
3. Customer Segments: Description of target customers	✓	85	
4. Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	✓	100	
5. Solution: Description of the top three features of the product/service	✓	85	
6. Channels: Descriptions of the pathways to customers	✓	83	
7. Revenue Streams: Description of the revenue model and life time values; explanation of the revenue and gross margin	✓	100	
8. Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and other additional costs	✓	100	
9. Key Metrics: Explanation of the key activities that must be measured	✓	100	
10. Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	✓	77	

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

Category	Normal score	International %ile low mid high
Preliminary Business Plan Proposal and Oral Presentation	93	89
Overall	93	89

DECA

2018 International Career Development Conference

Student: Janakitti Ratana-Rueangsri
School: The Woodlands School
Association: Ontario
Competitive Event: Start-Up Business Plan

Preliminary Business Plan Proposal and Oral Presentation			
	Met Prof	Intl %ile	NV BE ME EE
11. Conclusion: Specific request for financing, summary of key points supporting the financial request	✓	100	

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.