



Career Development Committee Build A Business

Goal: Encourage FBLA members to be their own entrepreneurs by utilizing teamwork and creativity to build their own business.

In the **Build A Business** challenge, chapter members will develop a startup business concept. The business concept must be on a slide show of up to 10 slides.

Each business concept must include:

- Business name
- Logo
- Tagline
- Detailed product or service description
- Pricing strategy
- Defined target market
- Go-to-market strategy

You must also include the inspiration behind the business, how the chapter members collaborated, and the goals for the company. For each requirement, your chapter must explain its reasoning. The chapter name is required on the first slide of the presentation.

Participants must provide a PDF of the slide show.

Participating members will receive ribbons at the State Leadership Conference.

The submission is due by February 15, 2026, at 11:59 PM. Submissions are required to be completed via the online form; emailed forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required on the online form: chapter name, chapter adviser name, chapter adviser email, and PDF file of the slide show.

BUILD A BUSINESS



What You Will Do

- Form a team
- Create a business name, logo, & tagline
- Describe product/service, pricing, target market, & go-to-market strategy
- Make a slideshow business plan - maximum 10 slides

Why Compete?

- Build real-world business skills
- Boost creativity & teamwork
- Contend for awards

Participating members will receive a ribbon at the State Leadership Conference.

Submission Deadline: February 15, 2026 11:59 PM