



September 3, 2010

Executive Leaders:

Welcome to The Leadership Academy's 5th Annual Don Johnson Millionaire Mind Competition. Each one of you has mastered the first step of leadership; initiative, by volunteering to be your team's Executive Leader.

Now, you must navigate your team through this course of excellence and hopefully to the winner's circle.

Here are the rules of engagement:

Your team must create a company name, a company tagline and an organizational team inclusive of a CEO, Chief Financial Officer (CFO), Chief Operations Officer (COO) and Chief Marketing Officer (CMO). From here, *your organization must create a company that designs, markets and distributes luxury lifestyle products in one (1) of the three (3) following categories: apparel, accessories and/or fragrances. Secondly, your team must design a plan to launch a clothing line, an accessory line (hats, foot apparel, sun glasses, etc.), or a fragrance (perfume or cologne) in a specific city in one of the following countries:* Argentina, Australia, Belgium, China, Dubai, France, Germany, Hong Kong, Italy, Japan, Korea, Netherlands, Qatar, Russia, Spain, United Kingdom or Venezuela. You must create a product that is attractive to the world and competitive on a global scale. Likewise, we expect you to live, eat, sleep and drink your consumer's lifestyle and culture to design a product that will undeniably resonate with the people of your country and the world. The purpose of this plan is to expand your company's consumer base and to grow its revenue as the U.S. market for your product is mature and room for sales growth is narrowing.

Your team must then develop 12 areas which will serve as your company's executive summary of your business plan. The executive summary is simply a preview to your business plan. Often times, investors will read the executive summary just to determine if reading your business plan is worth their time. Likewise, you are challenged to create an executive summary that is innovative, exciting, thorough and engaging in an attempt to convince our Board of Investors to give your team a high score. Please find the 12 categories you must develop below:

Executive Summary:

1. The Company (Presented by CEO)
2. The Company's Tagline and an Explanation of Its Message (Presented by CMO)
3. The Company's Mission and Social Responsibility (Presented by CEO and CFO)
4. Product and Product Name (CMO/COO)
5. Marketing and Sales Strategy (Presented by CMO)

© 2004-2010 Headquarters, Inc. This work may be reproduced and redistributed, in whole or in part, without alteration and without prior written permission, solely by BUY-COBB, Inc. for nonprofit administrative or educational purposes provided all copies contain the following statement: "© 2004-2010 Headquarters, Inc. This work is reproduced and distributed with the permission of Headquarters, Inc. No other use is permitted without the express prior written permission of Headquarters, Inc. For permission, contact keri.kokayi@t4nation.com



6. The Competition (Presented by CMO)
7. Target Market/Demographic (Presented by CEO and CMO)
8. Management (Presented by Entire Team)
9. Operations (Presented by COO)
10. Stage of Development (Presented by COO)
11. Financials (Presented by CFO. Teams must present numbers using country's currency and not U.S. Dollar. However, teams must have U.S. Dollar equivalent submitted in presentation as backup data. **XE.com is a source for currency conversion.**)
12. Funds Sought and Utilization (Presented by CFO. This person must also present numbers using country's currency and not U.S. Dollar. However, must have U.S. Dollar equivalent submitted in presentation as backup data.)

We have provided an example of an executive summary in the Microsoft Word attachment below. It is an overview of a Hip-Hop Music Label's business summary. Your executive summary should be no longer than 2 pages of Microsoft Word (just like the example provided). **You will be required to submit 5 copies of this document to Mr. Kokayi by 8:00 am (EST), Saturday, November 20, 2010.** Your presentation will be distributed to our panel of judges before the competition. Once submitted, your team will have 7 minutes and 30 seconds to present your case on that same Saturday. Your company must present in a professional manner but, can also use singing, dancing, skits and any technology of choice to help get its point across. Your company spokespeople must use the native language of your company's market to say, **5 complete sentences plus the following 5 words/phrases:** "hello", "thank you", "yes", "no" and "good-bye" for your presentation to be complete.

Your organization will be judged on the following:

1. Preparation (*How Prepared Your Team is to Submit, Present and Answer Questions Regarding Your Plan*)
2. Presentation (*How Organized and Clear the Content is in Your Plan*)
3. Information (*How Accurate and Realistic The Content is in Your Plan*)
4. Creation (*How Creative Your Plan is as well as its Written and Verbal Presentation, Tagline, etc.*)
5. Team Participation (*How Your Team Appears to Work Together*)
6. Timeliness (*How Timely Your Plan is Submitted and How Timely Your Plan is Presented; given the 7.5 minutes time limit*)
7. Persuasion (*How Convincing and Compelling Your Presentation is to Board of Investors/Judges*).

Each category will be worth 10 points for a total of 70 possible points. The company with the highest number of points will instantly receive the Grand Prize Scholarship from BUY-COBB, Inc's Leadership Academy.

© 2004-2010 Headquarters, Inc. This work may be reproduced and redistributed, in whole or in part, without alteration and without prior written permission, solely by BUY-COBB, Inc. for nonprofit administrative or educational purposes provided all copies contain the following statement: "© 2004-2010 Headquarters, Inc. This work is reproduced and distributed with the permission of Headquarters, Inc. No other use is permitted without the express prior written permission of Headquarters, Inc. For permission, contact keri.kokayi@t4nation.com



If your team has any questions regarding the competition, we will have an Executive Leader's Call **Saturday, October 30, 2010 at 10:00 am (EST)**. The call is for leaders only. Each team must send a representative to the call. The conference call will last approximately 30 minutes. There will be a follow up call to answer any outstanding questions and assign order in which teams will present. This call is scheduled for **Monday, November 15, 2010 at 8:00 pm (EST)**. To attend all calls dial **1-712-432-3900** and then enter the conference access code; **664007 followed by the # sign**.

This exercise requires all of the tools that both Leadership and Excellence demand in a global marketplace (creativity, critical thinking, punctuality, adaptability, partnership and peak performance).

Good Success!

A handwritten signature in black ink, which appears to read "Keri H. Kokayi". The signature is written in a cursive style and is positioned above the typed name.

Keri H. Kokayi
Board Member
BUY-COBB, Inc.