



Natick resident wins at NFTE New England Regional Business Plan Competition

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NATICK — Keefe Regional Technical High School junior Tessa Beatrice, of Natick, won first place at the Network For Teaching Entrepreneurship New England Regional Business Plan Competition held on May 25 at Babson College.

The NFTE New England Regional Business Plan Competition brought together winners from school districts across Massachusetts, Rhode Island and Connecticut at the regional level to compete for top honors, prizes and a trip to the National Competition in New York City in September. A total of 58 students representing 44 businesses attended the competition.

Beatrice, a student in the Keefe Tech Design and Visual Communications career program, took first place for her business plan for “Underdog Comics” and received a \$1,000 prize. She will now head to the national competition for a chance to win \$25,000.

Beatrice’s winning business plan was comprised of four sections, beginning with opportunity recognition and followed by market research, including industry/market size and target market description, complete with demographics, geographics, psychographics and buying patterns. This was followed by financial information, including economics of one unit, an income statement, return on investment and return on sales, as well as start-up expenses. She concluded her plan with a marketing and sales section, which includes a yearly sale estimate with net profit and a marketing plan with five promotional methods.

Beatrice presented “Underdog Comics” as the go-to comic book series that prides itself on character diversity. The business plan pitches that Underdog believes everyone deserves stories and characters they can relate to and enjoy. The brand tagline is “Underdog Comics: Because you don’t have to change yourself to be a hero.”

“The lack of diversity in the media and in the world of comics bothers me,” said Beatrice.

“Hardly any stories have characters who are unpredictable or have traits and weaknesses like those of real people. If they cannot find a hero similar to them in any story, people can feel invalid or excluded. Having a character or hero who suffers from the same prejudices, disabilities, or obstacles can make anyone feel validated, and help people deal with their own problems. Most stories are unrealistic and unfair to those of us who fall outside archetypes, so I strive to include as many different and authentic characters as I can in my stories.”

In partnership with school districts in Boston, Chelsea, Framingham, Lawrence, Lowell, Malden, New Bedford, Quincy and Worcester, as well as Providence, Rhode Island, and Hartford, Connecticut, NFTE trains teachers to engage students as entrepreneurial thinkers using innovative, hands-on curriculum.