

If you start with an expression of the form  $x^2 + bx$ , you need to add the number  $\left(\frac{b}{2}\right)^2$  to complete the square. In this expression,  $b = 10$ , so:

$$\left(\frac{b}{2}\right)^2 = \left(\frac{10}{2}\right)^2 = 5^2 = 25$$