Entrepreneurship

Entrepreneurship, an *individual* or *team event,* recognizes participants who develop a plan for a new small business using Family and Consumer Sciences skills and *sound business practices.* The business must relate to an area of Family and Consumer Sciences education or related occupations. Participants must prepare a *portfolio* containing a **written business plan,** which they are not required to have implemented, and an **oral presentation.**

EVENT LEVELS

Level 1: through grade 8

Level 2: grades 9–10

Level 3: grades 11–12

See page 83 for more information on event levels.

ELIGIBILITY & GENERAL INFORMATION

1. Review "Eligibility and General Rules for All Levels of Competition" on page 85 prior to event planning and preparation.

2. Participant(s) are encouraged to bring fully charged electronic devices such as laptops, tablets, etc., to use for audiovisual or *electronic portfolio* presentation, if desired.

3. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference, and must be the work of the participant(s) only.

4. National Leadership Conference participants will view the online orientation video found on the official FCCLA YouTube channel, available in early June. Each entry must complete and submit the required form to the event room consultant at the time of competition. Only one form per entry is required. Contact State Advisers for orientation procedures for competitions prior to National Leadership Conference.

GENERAL INFORMATION

Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided	Competition Dress Code	Participant Set Up / Prep Time	Room Consultant & Evaluator Review Time	Maximum Oral Presentation Time	Evaluation Interview Time	Total Event Time
1-3	Portfolio, Oral Presentation	Table -yes Electrical access – no Wall Space – no Supplies - no	Official dress - or- Professional dress appropriate to event	15 minutes	15 minutes prior to presentation	1-minute warning at 19 minutes; stopped at 20 minutes	5 minutes	45 minutes

PRESENTATION ELEMENTS ALLOWED

Audio	Costumes	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
■		■		■	■	■	■	■	■

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Procedures and Time Requirements

	Each entry will submit a portfolio (hardcopy or electronic) to the event room consultant at the designated participation time.
15 minutes	Participant(s) will have 15 minutes to set up for the event. Other persons may not assist. Room consultants and evaluators will have 15 minutes to preview the *portfolio* (*hardcopy* or *electronic*) during participant set up time. The participant must make the *electronic portfolio* accessible to evaluators.
20 minutes	The oral presentation **may be up to** 20 minutes in length. A one-minute warning will be given at 19 minutes. Participants will be stopped at 20 minutes. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time during the presentation.
5 minutes	Following the presentation, evaluators will have 5 minutes to interview participants.
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.

Specifications

Hardcopy Portfolio

The *portfolio* is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official FCCLA STAR Events binder obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the *content divider pages,* must fit within the cover, be one-sided, and may not exceed 64 pages, as described below. Divider page tabs may extend up to 1" outside the cover. Once a *hardcopy portfolio* has been turned in to the evaluators, participants may not switch to an *electronic portfolio.*

Electronic Portfolio

An *electronic portfolio* may be either in PowerPoint, Prezi, or other electronic format that can be viewed by the evaluators and room consultants prior to the oral presentation. The *electronic portfolio* and the hardware (method) to view it (i.e., equipment, files, projectors, screens, laptops) will be turned in to the room consultant at the designated participation time. Participants assume the responsibility of providing the *technology* used to show the evaluators the project. Once an *electronic portfolio* is turned in to the evaluators, participants may not switch to a *hardcopy portfolio. Portfolio* may not exceed 75 slides, as described below.

1-8 ½" x 11" page or 1 slide	*Project Identification Page*	*Plain paper* or slide, with no *graphics* or decorations; must include participant's name(s), chapter name, school, city, state, event name, and project title.
1-8 ½" x 11" page or 1 slide	Table of Contents	List the parts of the *portfolio* in the order in which the parts appear.
1-8 ½" x 11" page or 2 slides	FCCLA *Planning Process* Summary Page	Summarize how each step of the *Planning Process* was used to plan and implement the project; use of the *Planning Process* may also be described in the oral presentation.
1	Evidence of Online Project Summary Submission	Complete the online project summary form located on the "Surveys" tab of the FCCLA Portal, and include signed proof of submission in the *portfolio*.
0–10	*Content Divider Pages* or Sections	Use up to 10 *content divider*/section pages or slides. *Content divider*/section pages may be tabbed, may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers. They must not include any other *content*.

Entrepreneurship Specifications (continued)

Up to 50 8 ½" x 11" pages or 60 slides	Business Description	Include name of the new small business and mission statement. Describe services provided, hours of operation, demographics served, and business feasibility (including *community* survey data or market research).
	Facility	Describe site, space, utilities, and emergency procedures and maintenance plan.
	Supplies and Equipment	Include list of suppliers, inventory of equipment and supplies, and description of provisions for maintenance and repair.
	Organizational Chart	Describe job titles and tasks. Include hierarchy/departments as projected for business growth.
	Personnel Management	Describe hiring procedures, salaries and benefits, policies and procedures, key job descriptions, and evaluations/appraisals. Include all applicable forms and records.
	Funding Sources for Business	Describe methods and sources of funding, and include fee structures.
	Budget	Describe income, expenditures, financial procedures, and applicable tax information. Include all applicable forms.
	Laws, Regulations, and Codes	Describe health; environment; fire; insurance; zoning; and other local, county, and state codes. (Actual codebooks need not be included.) Provide appropriate governmental contact information.
	Marketing Plan	Describe advertising plan (including special events), and include sample advertisements to cover types of advertising chosen.
	Works Cited/*Bibliography*	Use MLA or APA citation style to cite all references. *Resources* should be *reliable* and *current*.
	Appearance	Business plan must be neat, legible, and *professional* and use correct grammar and spelling.

Oral Presentation

The oral presentation **may be up to** 20 minutes in length and is delivered to evaluators. The presentation should be *professional* in nature and summarize the business plan. The presentation cannot be prerecorded. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time. *Visuals* should be used during the presentation. The *portfolio* may be used as a *visual*.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize business plan.
Knowledge of Subject Matter	Show evidence of mastery of entrepreneurial skills including facility management, budget and credit management, personnel management, and understanding of government regulations.
Use of *Portfolio* and *Visuals*	Use *portfolio* to describe all phases of the project. Use original, creative, and appealing *visuals* to enhance the presentation.
Voice	Speak clearly with appropriate pitch, tempo, and volume.
Body Language/Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of *visuals* and notes or notecards if used. Wear FCCLA official dress or professional dress appropriate for the nature of the presentation.
Grammar/Word Usage/Pronunciation	Use proper grammar, word usage, and pronunciation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding the business plan. Questions are asked after the presentation.

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Point Summary Form

Name of Participant _____

Chapter_____ State_____ Team #_____ Station #_____ Level_____

1. Make sure all information at top is correct. If a student named is not participating, cross their name(s) off. If a team does not show, write "No Show" across the top and return with other forms. Do **NOT** change team or station numbers.
2. Before student presentation, the room consultants must check participants' portfolio using the criteria and standards listed below and fill in the boxes.
3. At the conclusion of presentation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and staple all items related to the presentation together.
4. At the end of competition in the room, double check all scores, names, and team numbers to ensure accuracy. Sort results by team order and turn in to the Lead or Assistant Lead Consultant.
5. Check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Registration Packet 0 *or* 3 points	Picked up by adviser or designated adult during scheduled time No **0**	Yes **3**	
Online Event Orientation Documentation 0 *or* 2 points	**0** Official documentation not provided at presentation time or signed by adviser	**2** Official documentation provided at presentation time and signed by adviser	
Hardcopy Portfolio 0–1 point or **Electronic Portfolio** 0–1 point	**0** Binder is not the official FCCLA binder **0** Electronic Portfolio not in viewable format to the evaluators	**1** Binder is the official FCCLA binder **1** Electronic Portfolio in viewable format to the evaluators	
Portfolio Pages 0–3 points	**0** Portfolio exceeds the page limit	**1** **2** **3** **2 or more errors** **1 error** **no errors** Portfolio contains no more than 64 single-sided pages or 75 slides completed correctly, including: • 1 project ID page or slide • 1 table of contents page or slide • 1 Planning Process summary page or 2 slides • Project Summary Submission Proof • Up to 10 content divider pages or slides • Up to 50 content pages or 60 content slides	
Punctuality 0–1 point	**0** Participant was late for presentation	**1** Participant was on time for presentation	

EVALUATORS' SCORES

Evaluator 1_____   Initials _____

Evaluator 2_____   Initials _____

Evaluator 3_____   Initials _____

Total Score_____   divided by number of evaluators

_____   **= AVERAGE EVALUATOR SCORE** *Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)*

ROOM CONSULTANT TOTAL (10 points possible)

AVERAGE EVALUATOR SCORE (90 points possible) _ _ . _ _

FINAL SCORE (Average Evaluator Score plus Room Consultant Total) _ _ . _ _

RATING ACHIEVED (circle one)   **Gold:** 90-100   **Silver:** 70-89.99   **Bronze:** 1-69.99
VERIFICATION OF FINAL SCORE AND RATING (please initial)

Evaluator 1_____   Evaluator 2_____   Evaluator 3_____   Adult Room Consultant_____   Event Lead Consultant_____

ENTREPRENEURSHIP
Rubric

Name of Participant _____

Chapter_____ State_____ Team #_____ Station #_____ Level_____

PORTFOLIO

	0	1	2	3	4	5	
FCCLA Planning Process Summary Page 0–5 points	Planning Process summary not provided	Inadequate steps in the Planning Process are presented	All Planning Process steps are presented but not summarized	All Planning Process steps are summarized	Evidence that the Planning Process was utilized to plan project	The Planning Process is used to plan the project. Each step is fully explained	
Business Description 0–5 points	Portfolio is missing Business Description	Business Description is not complete	Business Description is limited in scope	Business Description is complete but lacks clarity	Business Description adequately addresses all components of business	Well written description includes mission, services, hours, demographics and business feasibility	
Facility 0–5 points	Not evident	Portfolio does not describe facility	Facility is inadequately described	Facility is described. Utility needs described	Portfolio contains a description and a rendering of any space needed for business. Utility needs and emergency procedures are included	Portfolio contains a description and rendering of any spaced needed for business. Utility and site needs are included on drawing. A comprehensive emergency plan is included. Plan for facility maintenance is included	
Supplies and Equipment 0–5 points	Not evident	Inadequate list of supplies and equipment	Most supplies and equipment are listed	All supplies and equipment are listed in appropriate format	Supply and equipment list is comprehensive and contains future needs	Supply and equipment list contain suppliers and needs for every *Function of Business.* Maintenance and repair lists are part of maintenance plan	
Organizational Chart and Job Descriptions 0–5 points	Organizational chart is not included	No tasks are described	Organizational chart missing components	Organizational charts show all needed workforce	Organizational chart and job descriptions meet the current needs of the business	Organizational chart and job descriptions list all Key Employees and Officers of the Business and includes projected growth	
Personnel Management 0–5 points	Not evident	Hiring procedures, compensation information (salaries and benefits), policies and procedures, or evaluations are limited	Some hiring procedures, compensation, policies and procedures, and evaluation sheets are included	All hiring procedures, compensation plans, policies and procedures and evaluation sheets are included	Hiring procedures, compensation plans, policies and procedures have been developed to meet the needs of the business	Hiring procedures are clearly defined; compensation allows for future company expansion, policies and procedures meets the needs of the business and avoids legal challenges. Evaluation instruments have been well-designed and meet legal requirements	
Funding for Business 0–5 points	Funding proposal is not included	Funding proposal is minimal	Proposal shows limited knowledge of types and sources of funding. Fees are not included	Proposal shows limited knowledge of types and sources of funding. Fees are included.	Proposal shows good knowledge of business funding and sources of capital. Fees are competitive for industry	Project shows careful analysis of funding needs for current operations and future expansion. Fees reflect changes in business environment	
Budget 0–5 points	Budgetary listing of financials is missing	Tax codes are not cited	Budget meets some requirements. Tax information is missing	Budget lists all elements, including income, expenditures, accounting procedures, and tax information. Some forms are included	Budget contains all forms listed for operation of the business, including income and expense statements, accounting procedures and tax information	Budget is prepared according to generally accepted accounting procedures. A monthly income and expense statement is included. Tax forms are included	

Entrepreneurship Rubric (continued)

Laws, Regulations, and Codes 0-5 points	0 Evidence is missing	1 Portfolio does not include health, environmental, fire insurance, and zoning regulations and codes are not included	2 Portfolio contains some copies of required laws, regulations, and codes	3 Portfolio contains all copies of required codes	4 Portfolio contains all applicable sections of laws, regulations, and codes. Includes contacts	5 Portfolio contains all applicable sections of laws, regulations, and codes; cites relevant sections and lists appropriate contacts overs	
Marketing Plan 0-5 points	0 Not evident	1 Presentation has a limited marketing plan	2 Marketing plan does not adequately cover promotional techniques. Advertisements do not promote business	3 Marketing plan covers types of advertising. Advertisements promote business	4 Marketing plan covers chosen types of advertising. Different themes are demonstrated	5 Marketing plan covers chosen types of advertising. Sample ads carry out comprehensive marketing plan	

Works Cited/ Bibliography 0–3 points	0 No resources listed	1 Resources are incomplete, not current, or not reliable for project	2 Reliable resources but incorrect style (see style sheet)	3 Complete list of current and reliable resources, in MLA or APA style (see style sheet)	
Appearance 0–3 points	0 Portfolio is illegible and unorganized	1 Portfolio is neat, but contains grammatical or spelling errors and is poorly organized	2 Portfolio is neat, legible, and professional, with correct grammar and spelling	3 Neat, legible, and professional, correct grammar and spelling used; effective organization of information	

ORAL PRESENTATION

Organization/ Delivery 0-10 points	0 Presentation is not done or presented briefly and does not cover components of project	1–2 Presentation covers some topic elements	3–4 Presentation covers all topic elements but with minimal information	5–6 Presentation gives complete information but does not explain project well	7–8 Presentation covers information completely but does not flow well	9–10 Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Subject Matter 0-5 points	0 Little or no evidence of knowledge	1 Minimal evidence of knowledge	2 Some evidence of knowledge	3 Knowledge of subject matter is evident but not effectively used in presentation	4 Knowledge of subject matter is evident and shared at times in the presentation	5 Knowledge of subject matter is evident and incorporated throughout the presentation	
Use of Portfolio and Visuals during Presentation 0-5 points	0 Portfolio and visuals not used during presentation	1 Portfolio and visuals used to limit amount of speaking time	2 Portfolio and visuals used minimally during presentation	3 Portfolio and visuals incorporated throughout presentation	4 Portfolio and visuals used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation, portfolio and visuals	

Voice – pitch, tempo, volume 0-3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing	
Body Language/ Clothing Choice 0-3 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing	1 Gestures, posture, mannerisms and eye contact is inconsistent/ clothing is appropriate	2 Gestures, posture, mannerisms, eye contact, and clothing are appropriate	3 Gestures, posture, mannerisms, eye contact, and clothing enhance presentation	
Grammar/Word Usage/ Pronunciation 0-3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3-5) grammatical and pronunciation errors	2 Few (1-2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors	

Responses to Evaluators' Questions 0-5 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded to all questions but without ease or accuracy	3 Responded adequately to all questions	4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation	

Evaluator's Comments – include two things done well and two opportunities for improvement:

TOTAL

(90 points possible)

Evaluator # _____

Evaluation Initial _____

Room Consultant Initial _____