



Entrepreneurship, an *individual* or *team event*, recognizes participants who develop a plan for a 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 CATEGORIES

Junior: through grade 9

Senior: grades 10–12

Occupational: grades 10–12

See page 30 for more information on event categories.

ELIGIBILITY

1. States may submit one entry in each category of this event.
2. Participation is open to any nationally affiliated FCCLA chapter member.
3. The Entrepreneurship project must be developed and completed within a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference.
4. The Entrepreneurship project must be planned and prepared by the participant(s) only. Supporting resources are acceptable as long as participants are coordinating their use and resources are cited appropriately verbally and/or in print during the presentation to avoid false credit for unoriginal or non-participant work.

PROCEDURES & TIME REQUIREMENTS

1. Each entry will submit the *portfolio (hardcopy or electronic)* to the event room consultant at the designated participation time.

2. Participant(s) will have 15 minutes to set up for the event. Other persons may not assist.
3. Room consultants and evaluators will have 15 minutes to preview the *portfolio (hardcopy or electronic)*. The participant must make the *electronic portfolio* accessible to evaluators.
4. The oral presentation **may be up to 20** minutes in length. A one-minute warning will be given at 19 minutes. Participant(s) will be stopped at 20 minutes.
5. If audio or audiovisual recordings are used, they are limited to 1 minute playing time during the presentation.
6. Following the presentation, evaluators will have 5 minutes to interview participant(s).
7. Evaluators will use the rubric to score and write comments for participants. Then, evaluators will meet with each other to discuss participants' strengths and suggestions for improvement.
8. The total time required for this event is approximately 45 minutes.

GENERAL INFORMATION

1. A table will be provided. Participant(s) must bring all other necessary supplies and/or equipment. Wall space will not be available.
2. Extension cords and power strips are not provided.
3. Spectators may not observe any portion of this event.
4. **Presentation Elements:**
Allowed: *Audio, Costumes/Uniforms, Easel(s), Flip Chart(s), Portfolios, Props/Pointers, Skits, Visual Equipment**, *Visuals*.
Not Allowed: *File Folder, Manuals*.

* Visual Equipment is allowed only for presentation of electronic portfolio.



ENTREPRENEURSHIP Specifications



Hardcopy Portfolio

The *portfolio* will present items researched and developed in a written business plan for establishing a small business. 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/notebook obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the *divider pages* and tabs, must fit within the cover. The binder/notebook must contain no more than 63 pages: 1 *project identification page*, 1 table of contents page, 1 *Planning Process* summary page, 0-10 *divider pages*, and up to 50 *content pages* including the documents listed below. *Divider pages* may be tabbed and may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers; they must not include any other *content*. All pages must be one-sided only. All pages except *divider pages* must be 8½" x 11". The *portfolio* will be turned in to the room consultant at the designated participation time.

Electronic Portfolio

An *electronic portfolio* may be either in PowerPoint format or an electronic document that can be viewed by the evaluators and room consultants prior to the oral presentation. The *electronic portfolio* may be no more than 63 pages or 73 slides, because slides have less content than document pages. 1 *Project Identification page*, 1 Table of Contents, and up to 50 *content pages* or 60 content slides including the documents listed below. *Divider* or section slides may contain a title, a section name, *graphic* elements, thematic decorations, and/or page numbers. 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*.

<i>Project Identification Page</i>	One slide or one 8½" x 11" page on <i>plain paper</i> , with no <i>graphics</i> or decorations; must include participant's name(s), chapter name, school, city, state, FCCLA national region, and business title.
FCCLA <i>Planning Process</i> Summary Page	Two slides or one 8½" x 11" summary page of how each step of the <i>Planning Process</i> was used to plan and implement the project; use of the <i>Planning Process</i> may also be described in the oral presentation.
Business Description	Include name of the new small business and philosophy statement. Describe services provided, hours of operation, demographics served, and business feasibility (including <i>community</i> survey data or market research).
Facility	Describe 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.
Personnel Management	Describe hiring procedures, salaries and benefits, policies and procedures, and evaluations/appraisals. Include all applicable forms and records.
Funding 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.)
Advertising and Recruitment	Describe advertising plan (including special events), and include sample advertisements.
Works Cited/ <i>Bibliography</i>	Use MLA or APA citation style to cite all references. <i>Resources</i> should be reliable and current.
Appearance	Business plan must be neat, legible, <i>professional</i> and use correct grammar and spelling.

Entrepreneurship Specifications (continued)

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 1 minute 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 <i>Portfolio</i> and <i>Visuals</i>	Use <i>portfolio</i> to describe all phases of the project. Use original, creative, and appealing <i>visuals</i> 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 <i>visuals</i> and notes or notecards if used. Wear appropriate clothing 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.



STAR Events Point Summary Form ENTREPRENEURSHIP



ENTREPRENEURSHIP

Name of Participant(s) _____

State _____ Team # _____ Group # _____ Category _____

DIRECTIONS:

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, please write "No Show" across the top and return with other forms. Do **NOT** change team or group 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 paper clip all items related to the presentation together. Please do **NOT** staple.
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. Please check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

ROOM CONSULTANT CHECK			Points
Registration 0 or 5 points	0 Did not attend/incomplete team attendance	5 The individual or ALL participating members of the team attended	
Hardcopy Portfolio 0-1 points <i>OR</i> Electronic Portfolio 0-1 points	Binder is not the official FCCLA binder 0 Electronic Portfolio not in viewable format to the evaluators	Binder is the official FCCLA binder 1 Electronic Portfolio in viewable format to the evaluators	
Portfolio Pages 0-1 points	0 Portfolio exceeds the page limit/not all required pages are present or completed correctly	1 Portfolio contains no more than 63 single-sided pages or 73 slides including: • 1 project ID page or slide • 1 table of contents page or slide • 1 Planning Process summary page or 2 slides • Up to 10 divider pages or slides • Up to 50 content pages or 60 content slides	
Project Identification Page 0-2 points	0 Project ID page is missing	1 Project ID page is present but includes incorrect information	2 Project ID page is present and completed correctly
Punctuality 0-1 points	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**

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(s) _____

State _____ Team # _____ Group # _____ Category _____

PORTFOLIO							Points
Planning Process Summary Page 0–5 points	0 Portfolio is missing Planning Process page	1 Few steps in the Planning Process are presented	2 Most steps in the Planning Process are addressed	3 Planning Process is present and addresses steps	4 Planning Process is utilized to plan the project. Most steps are explained	5 The Planning Process is used to plan the project. Each step is fully explained	
Business Description 0–5 points	0 Portfolio is missing Business Description	1 Business Description is not complete	2 Business Description is limited in scope	3 Business Description is complete. Executive summary lacks clarity	4 Business Description adequately addresses all components of business	5 Business Description accurately addresses type of business. Executive summary is concise and well written	
Facility 0–5 points	0 Not evident	1 Portfolio does not describe facility	2 Facility is inadequately described.	3 Facility is described. Utility needs described	4 Portfolio contains a description and a rendering of any space needed for business. Utility needs and emergency procedures are included	5 Portfolio contains a professional rendering of any space needed for business. Utility needs are included on drawing. Other site needs are shown. A comprehensive emergency plan is included. Plan for maintenance is included	
Supplies and Equipment 0–5 points	0 Not evident	1 Inadequate list of supplies and equipment	2 Most supplies and equipment are listed	3 All supplies and equipment are listed on appropriate forms	4 Supply and equipment list is comprehensive and contains future needs	5 Supply and equipment list contains all supplies and needs for every <i>Function of Business</i> . Maintenance and repair lists are part of maintenance plan.	
Organizational Chart 0–5 points	0 Organizational chart is not included	1 No tasks are described	2 Organizational chart missing components	3 Organizational chart shows all needed workforce	4 Organizational chart is developed for current business needs. Job descriptions meet the current needs of the business	5 Organizational chart lists all Key Employees and Officers of the Business. Human Resources Plan addresses current and projected business needs, including job descriptions	
Personnel Management 0–5 points	0 Not evident	1 Hiring procedures, compensation information (salaries and benefits), policies and procedures, or evaluations are limited	2 Some hiring procedures, compensation, policies and procedures, and evaluation sheets are included	3 All hiring procedures, compensation plans, policies and procedures and evaluation sheets are included	4 Hiring procedures, compensation plans, policies and procedures have been developed to meet the needs of the business	5 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	0 Funding proposal is not included	1 Funding proposal is minimal	2 Proposal shows limited knowledge of types and sources of funding. Fees are not included	3 Proposal shows knowledge of types and sources of funding, fees included	4 Proposal shows good knowledge of business funding and sources of capital. Fees are competitive for industry	5 Project shows careful analysis of funding needs for current operations and future expansion. Fees reflect changes in business environment	

Entrepreneurship Rubric (continued)

Points

ENTREPRENEURSHIP

Budget 0–5 points	0 Budgetary listing of financials is missing	1 Tax codes are not cited	2 Budget meets some requirements. Tax information is missing	3 Budget lists all elements, including income, expenditures, accounting procedures, and tax information. Some forms are included	4 Budget contains <i>all</i> forms listed for operation of the business, including income and expense statements, accounting procedures and tax information	5 Budget is prepared according to generally recognized accounting procedures. A monthly income and expense statement is included. Tax forms are included. The budget is prepared using financial software	
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 the laws, regulations, and codes. Appropriate governmental contacts are given	5 Portfolio contains all applicable sections of laws, regulations and codes, citing and cross-referencing the relevant section in the appropriate plans	
Advertising and Recruitment 0–5 points	0 Not evident	1 Presentation has a limited Marketing/Advertising Plan	2 Marketing/Advertising plan does not adequately cover promotional techniques. Advertisements do not promote business	3 Marketing/Advertising plan covers all types of advertising. Advertisements promote business	4 Marketing/Advertising plan covers all types of advertising. Different themes are demonstrated	5 Marketing plan covers all types of advertising, including electronic. Sample ads carry out a promotional theme. All elements of promotion are included	
Works Cited/Bibliography 0–3 points	0 No resources listed	1 Incomplete list of resources/resources listed are not current or appropriate for project	2 Complete list of resources but incorrect style	3 Complete list of appropriate resources, in MLA or APA style			
Appearance 0–3 points	0 Portfolio is illegible and unorganized	1 Portfolio is neat, but contains grammatical or spelling errors and is organized poorly	2 Portfolio is neat, legible, and professional, with correct grammar and spelling	3 Neat, legible, and professional, correct grammar and spelling used; effective organization			

ORAL PRESENTATION

Organization/Delivery 0–10 points	0 Presentation is not done or speaks briefly and does not cover components of the 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 the 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 shared 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 is not used during presentation	1 Portfolio used to limit amount of speaking time	2 Portfolio used minimally during presentation	3 Portfolio incorporated throughout presentation	4 Portfolio used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation, visuals and portfolio	
Voice—pitch, tempo, volume 0–3 points	0 No voice qualities are used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing to listen to			
Body Language/Clothing Choice 0–3 points	0 Body language shows nervousness and unease/inappropriate clothing	1 Body language shows minimal amount of nervousness/clothing is appropriate	2 Body language is good and clothing is professional	3 Body language and clothing choice both enhance the 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:

Evaluator Initial _____

TOTAL

(90 points possible)

Room Consultant Initial _____