

Entrepreneurship

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 the section on event categories for more information.

ELIGIBILITY

1. Chapters 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 Meeting.
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 nonparticipant work.

PROCEDURES & TIME REQUIREMENTS

1. **Each entry will submit a *portfolio* to the Event Chairperson at orientation.**
2. Event Chairpersons and evaluators will have 20 minutes to preview the *portfolio* before the presentation begins.

3. Participant(s) will have 20 minutes to set up for the event. Other persons may not assist.
4. The oral presentation **may be up to** 20 minutes in length but must be at least 15 minutes. 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 minutes 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 participant(s). 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 one hour.

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. Participant(s) may bring an easel.
3. Extension cords and power strips are not provided.
4. Distribution of product samples or other materials is not allowed in this event.
5. Words in *italics* are defined in the glossary.
6. **Allowable Presentation Elements.**
Audio, Costumes/Uniforms, Easel(s), Props/Pointers, Skits, Visual Equipment, Visuals.
Not Allowed: *File Folder.*

Entrepreneurship Specifications

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 national FCCLA 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 no more than 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 8 ½" x 11 ". **The *portfolio* will be turned in to the Event Chairperson at orientation.**

<i>Project Identification Page</i>	One 8 1/2" 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 Summary Page</i>	One 8 1/2" 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 an organized, consistent format to cite all references in alphabetical order. Resources should be reliable and current. MLA format required
Appearance	Business plan must be neat, legible, and <i>professional</i> and use correct grammar and spelling.

Entrepreneurship Specifications

Oral Presentation

The oral presentation **may be up to** 20 minutes in length but must be at least 15 minutes 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 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 Visuals	Use visuals to support, illustrate, or complement presentation. They should be neat, legible, <i>professional</i> , and creative and use correct grammar and spelling.
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> notes or notecards if used.
Grammar/Word Usage/Pronunciation	Use proper grammar and pronunciation.
Responses to Evaluators' Questions	Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.

STAR Events Point Summary Form Entrepreneurship

Category (circle one): Junior Senior Occupational

Participant's Name(s): _____

Participant(s) Number: _____

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, Event Chairperson 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.

ROOM CONSULTANT CHECK			POINTS
Registration 0-5 points	0 Did not attend/incomplete team attendance	5 The individual or ALL participating members of the team attended	
Portfolio 0-1 point	0 Binder is not the official FCCLA binder and/or materials do not fit within the binder	1 Binder is the official FCCLA binder and materials fit within the binder	
Portfolio Pages 0-1 point	0 Portfolio exceeds the page limit or is missing one or more places of required information	1 Portfolio contains no more than 63 single-sided pages including: • 1 project ID page • 1 table of contents page • 1 Planning Process summary page • Up to 10 divider pages • Up to 50 content pages	
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 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**

Event Chairperson 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) Eval. 1 _____ Eval. 2 _____ Eval. 3 _____ Chair _____

