## 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 page 84 for more information on event categories.

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*) during participant set up time. 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.

1. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time during the presentation.
2. Following the presentation, evaluators will have 5 minutes to interview participant(s).
3. Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.

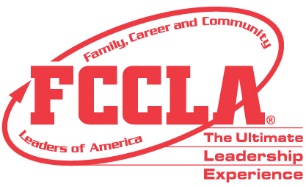
ELIGIBILITY &

**GENERAL INFORMATION**

1. Review “Eligibility and General Rules for All Levels of Competition” on page 87 prior to event planning and preparation.
2. A table will be provided. Participant(s) must bring all other necessary supplies and/or equipment. Wall space will not be available.
3. **Access to an electrical outlet will not be provided.** 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.

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| **GENERAL INFORMATION** | | | | | | | | |
| **Individual or Team Event** | **Prepare Ahead of Time** | **Equipment Provided** | **Electrical Access** | **Participant Set Up / Prep Time** | **Room Consultant & Evaluator Review Time** | **Maximum Oral Presentation Time** | **Evaluation Interview Time** | **Total Event Time** |
| Individual or Team | Portfolio, Oral Presentation | Table | Not provided | 15 minutes | 15 minutes prior to presentation | 1-minute warning at 19 minutes; stopped at 20 minutes | 5 minutes | 45 minutes |

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| **PRESENTATION ELEMENTS ALLOWED** | | | | | | | | | |
| **Audio** | **Costumes** | **Easel(s)** | **File Folder** | **Flip Chart(s)** | **Portfolio** | **Props/ Pointers** | **Skits** | **Presentation Equipment** | **Visuals** |
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**ENTREPRENEURSHIP**

###### 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* and tabs, must fit within the cover, be one-sided, and may not exceed 64 pages, as described below. 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.

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| 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, FCCLA national region, 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 STAR Events Resources page of the FCCLA national website and include 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*. |
| 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. |

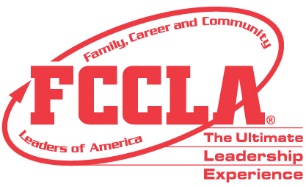
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| (continued from previous page) | Marketing Plan | Describe advertising plan (including special events), and include sample advertisements to cover types of advertising chosen. |
| Works Cited/*Bibliography* | Use MLA or APA citation style to cite all references. *Resources* should be *reliable* and *current*. |
| Appearance | Business plan must be neat, legible, and *professional* and use correct grammar and spelling. |

**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 3 minutes playing time. *Visuals* should be used during the presentation. The *portfolio* may be used as a *visual*.

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| 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 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

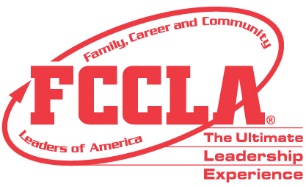
##### ENTREPRENEURSHIP

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| Name of Participant \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | |
| Chapter\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | State\_\_\_\_\_\_\_ | Team #\_\_\_\_\_\_\_\_\_ | Station #\_\_\_\_\_\_ | 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 station numbers.
  2. Before student presentation, the room consultants must check participants’ portfoliousing 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. Please check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

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| **ROOM CONSULTANT CHECK** | | | | | | | **Points** |
| **Registration**  0 *or* 3 points | Participant arrives 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** |  | | | | | **ROOM CONSULTANT TOTAL** |  |
| Evaluator 1\_\_\_\_\_\_\_\_\_\_ | Initials \_\_\_\_\_\_\_\_\_\_ | | | | | (10 points possible) |
| Evaluator 2\_\_\_\_\_\_\_\_\_\_ | Initials \_\_\_\_\_\_\_\_\_\_ | | | | | **AVERAGE EVALUATOR SCORE** | \_ \_ . \_ \_ |
| Evaluator 3\_\_\_\_\_\_\_\_\_\_ | Initials \_\_\_\_\_\_\_\_\_\_ | | | | | (90 points possible) |
| Total Score\_\_\_\_\_\_\_\_\_\_ | divided by number of evaluators | | | | | **FINAL SCORE** | \_ \_ . \_ \_ |
| \_\_\_\_\_\_\_\_\_\_ | **= AVERAGE EVALUATOR SCORE**  *Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)* | | | | | (Average Evaluator Score plus  Room Consultant Total) |
| **RATING ACHIEVED** (circle one) | | **Gold:**85-100 | **Silver:** 70-84.99 | | **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

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| Name of Participant \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | |
| Chapter\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | State\_\_\_\_\_\_\_ | Team #\_\_\_\_\_\_\_\_\_ | Station #\_\_\_\_\_\_ | Category\_\_\_\_\_\_ |

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| **PORTFOLIO** | | | | | | | |
| **FCCLA**  **Planning Process Summary Page**  0–5 points | **0**  Planning Process summary not provided | **1**  Inadequate steps in the Planning Process are presented | **2**  All Planning Process steps are presented but not summarized | **3**  All Planning Process steps are summarized | **4**  Evidence that the Planning Process was utilized to plan project | **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 but lacks clarity | **4**  Business Description adequately addresses all components of business | **5**  Well written description includes mission, services, hours, demographics and business feasibility |  |
| **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 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 | **0**  Not evident | **1**  Inadequate list of supplies and equipment | **2**  Most supplies and equipment are listed | **3**  All supplies and equipment are listed in appropriate format | **4**  Supply and equipment list is comprehensive and contains future needs | **5**  Supply and equipment list contains 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 | **0**  Organizational chart is not included | **1**  No tasks are described | **2**  Organizational chart missing components | **3**  Organizational charts shows all needed workforce | **4**  Organizational chart and job descriptions meet the currentneeds of the business | **5**  Organizational chart and job descriptions list all Key Employees and Officers of the Business and includes projected growth |  |
| **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 limited knowledge of types and sources of funding. Fees are 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)

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| **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 all 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 |  |
| **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 | | |  |

**Points**

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| **Evaluator’s Comments:** |  |  |
|  | TOTAL |
|  | (90 points possible) |
|  | **Evaluator #** | \_\_\_\_\_\_\_\_ |
|  | Evaluation Initial | \_\_\_\_\_\_\_\_ |
|  | Room Consultant Initial | \_\_\_\_\_\_\_\_ |