

**Entrepreneurship**  
**Individual or Team - Level 1,2,3**

Develop a plan for a new business which must relate to an area of Family and Consumer Sciences education or related occupations. Does not need to be implemented.

Prepare a portfolio, written business plan, oral presentation

Pages	Slides	points		
64	75			
1	1		Project ID page	Plain paper or slide, no graphics, no decorations: includes participants name, chapter name, school, city, state, event name, project title
1	1		Table of contents	List parts of the portfolio in order in which the parts appear
1	2	5	Planning process	Used to plan the project, each step is fully explained
1	1		Online project summary submission	Complete the online project summary form on the 'survey' tab in the student portal, signed by adviser
0-10			Content divider pages	Up to 10 divider pages which may be tabbed, contain a title, section name, graphics, thematic decor, page number-no content
50 pages	60 slides	5	Business description	Name of new small business and mission statement. Describe services provided, hours of operation, demographics served.
		5	Facility	Describe site, inside/outside, utility providers, and emergency procedures.
		5	Supplies and Equipment	Include list of supplies, inventory of equipment and supplies, and description of provisions for maintenance and repair policies.
		5	Organizational chart	Includes organizational chart w/ job titles, descriptions, tasks, and projected hierarchy departments for growth.
				Name of new small business and mission statement. Describe services provided, hours of operation, demographics served. Use original community survey/market research data to justify the selected demographics served and determine the business feasibility based on the needs and wants of the community where the business will be located.
				Describe site, inside/outside, images of design concept. Chart of utility providers with contact information and description of each provider. Emergency procedures and facilities maintenance plan as recommended from OSHA
				Include chart of suppliers with contact information and description of supplier. Detail inventory of equipment/supplies, provisions for maintenance and repairs including service requirements
				Includes organizational chart w/ job titles, descriptions, tasks, and projected hierarchy departments for growth. Position characteristics for

					each position.
5	Personnel Management	Describe hiring procedures, compensation and evaluation, including forms as applicable support the needs of the business		Describe hiring procedures, compensation, recruitment/retention, and evaluation, including forms as applicable support the needs of the business	
5	Funding sources for Business	Detailed description of method and sources of funding	Detail description of funding and includes fee structures and expenses	Detailed chart of start up cost and description of funding, includes fee structures and expenses	
5	Budget	Description of income, expenditures, financial procedures and tax information w/ tax forms		12 month budget, includes income and expenditures, describe origin. Includes financial procedures and applicable tax information and forms.	
5	Laws, Regulations, and codes	Description of health; environment, fire, insurance, zoning, and other local, county, state codes		Description of health; environment, fire, insurance, zoning, and other local, county, state codes and rational for choices. Chart w/ governmental contact information. Specific health and safety training if applicable.	
5	Marketing plan	Description of special events. Include 2 or more samples that meet marketing needs	Description of special events. Include 4 or more samples that meet marketing needs	Description of special events. Include 6 or more samples that meet marketing needs	
3	Work cited/ bibliography	Use MLA or APA citation style to cite references, resources should be reliable and current			
3	Appearance	Neat, legible, and professional, correct grammar and spelling, effective organization of information.			

Oral Presentation					
10	Organization/Delivery	Presentation covers all relevant information with a seamless and logical delivery			
5	Knowledge of subject matter	Knowledge of subject matter is evident and incorporated throughout presentation			
3	Relationship to FCS/standards	Knowledge of business and FCS relationship is evident	Knowledge of business and FCS relationship is evident, national program identified, and explained.	Knowledge of business and FCS relationship is evident, national program identified, and explained. FCS career pathway identified	
3	Use of portfolio and visuals	Presentation moves seamlessly between oral presentation, portfolio and visuals			
3	Voice, pitch, tempo, volume	Voice quality is outstanding and pleasing			
2	Body language/clothing choice	Gestures, posture, mannerisms, eye contact, and clothing enhance presentation			
3	Grammar word usage/pronunciation	Presentation has not grammatical errors			
5	Responses to evaluators questions	Responses to questions were appropriate and given without hesitation			