

**Objective**

The Entrepreneurship Event (Starting a Business) involves one (1) to three (3) participant(s) developing a proposal to start a business, then presenting the proposal to a potential investor or financial institution representative (judge). The proposed business may be a sole proprietorship, partnership, corporation or franchise.

**Description**

The Entrepreneurship Event (Starting a Business) involves the participant(s) preparing and presenting various aspects of a plan to form a business. The event provides an opportunity for the participant(s) to develop and demonstrate mastery of essential competencies as they apply to the analysis of a business opportunity, the development of a marketing/promotional plan and the development of a financial plan. Any type of business may be used.

The participant(s) will assume the role of an entrepreneur seeking start-up capital (financing) for a new business or franchise. The presentation will be given to a decision-maker (judge) for a financial institution or a potential investor. NOTE: This event is not designed for businesses currently being operated.

In addition to the presentation, the participant(s) must present a three-part prospectus of not more than ten (10) pages, including title page, that describes the business the participant(s) wants to develop, and which will be used to direct and reinforce the presentation to the judge(s). A prospectus is a short description of a business plan and must include four (4) sections.

1. Executive Summary
2. Description and Analysis of the Business Situation
3. Proposed Marketing/Promotion Plan
4. Proposed Financing Plan

**For international competition**

The content to be evaluated is found in the standard Evaluation Forms located in these Guidelines. Preliminary round competition will consist of an evaluation of the prospectus, minus deductions from the Written Entry Checklist, accounting for fifty (50) points, and one presentation, also accounting for fifty (50) points. Participant(s) will be ranked according to their combined score, and a predetermined number of participants/teams will be named finalists. Finalists will again be evaluated based on their prospectus (minus deductions) and presentation to determine final rankings. The following guidelines will be applied to the presentations at the International Career Development Conference.

*Read everything carefully in the Guidelines for the Format of the Prospectus, Guidelines for the Presentation, Written Entry Checklist, Written Event Statement of Assurances, and Evaluation Forms.*

*Sponsored by*

### Learning Outcomes

In addition to developing and demonstrating general and specific knowledge relating to the proposed business and the industry in which it operates, through the development of a written prospectus and the presentation of ideas to professionals with experience in small business (judges), the participants will develop or reinforce the following areas in relation to the start-up of a small business venture:

- Using written communication in forms and reports
- Collecting information, obtaining facts and ideas
- Developing a marketing/promotional plan
- Applying entrepreneurial principles and techniques
- Demonstrating knowledge/understanding of customer/client needs
- Analyzing business opportunities
- Self-evaluating personal interests, skills and abilities
- Understanding the basic steps involved in starting a small business
- Interpreting financial statements
- Developing a financial plan
- Understanding the importance of time management in dealing with the unique demands of business ownership
- Understanding factors relating to human resource management
- Demonstrating knowledge of the components of gross and net profit
- Developing a marketing/promotional plan using a complete marketing mix (product, price, promotion, place)
- Organizing and communicating ideas and concepts effectively

### Guidelines for the Format of the Prospectus

The participant(s) must prepare a business plan in the form of a prospectus. Read carefully and follow the instructions for: Title Page, Format for the Prospectus and Evaluation of the Prospectus, Checklist Standards, Guidelines for Franchise Documentation, and Written Entry Checklist. Refer also to the Written Entry Evaluation Form.

### Title Page

The first page of the prospectus is the title page which lists the following:

ENTREPRENEURSHIP EVENT

Type and Name of Business

Name of Chapter/School

Name of Chapter Advisor

Chapter Advisor's Address

City/State/ZIP or Postal Code

Participant(s) Name(s) and Address(es)

City/State/ZIP or Postal Code

Date

A page number will not appear on the title page; however, the title page does count as one of the maximum ten (10) pages allowed. The page following the title page will be numbered "2".

**Format for the Prospectus and Evaluation of the Prospectus**

The body of the prospectus should include:

**SECTION 1—Executive Summary**

Your presentation on this section could include the following components as an introduction: type of business, brief description of major product/service involved.

**SECTION 2—Description and Analysis of the Business Situation**

Your presentation on this section could include the following components:

- A. self-analysis: actual personal experience and/or training in proposed field
- B. trading area analysis: geographic, demographic and economic area; competitive advantages of proposed business
- C. customer analysis: target market, estimated potential market
- D. analysis of location: traffic patterns, competitive advantage, availability and cost
- E. proposed organization: type of ownership, steps in starting to form the business, planned personnel

**SECTION 3—Proposed Marketing/Promotion Plan**

Your presentation on this part could include the following components:

- A. proposed product or service: details of product(s) or service(s) to be offered; potential suppliers or manufacturing plans
- B. proposed pricing policy: costs, markups, relationship to competitors
- C. promotional activities:
  - personal promotion: non-media sales plan, staffing and merchandising appeal
  - non-personal promotion: media, basic appeal and initial promotion plan
- D. place: channel of distribution from manufacturer or service provided to consumer

NOTE for franchise businesses: participant(s) must provide the corporate guidelines and services for suppliers, pricing, promotion, etc. The participant must then indicate marketing promotion strategies that complement the corporate guidelines and services, such as possible local suppliers, local pricing and promotions, etc.

**SECTION 4—Proposed Financing Plan**

Your presentation on this part could include the following components:

- A. projected income/cash flow statement: projected budget describing income and expenditures for first year
- B. personal/internal capital: earnings, borrowing, long-term equity
- C. funding plan (sources and uses of capital): short-term and long-term borrowing; long-term equity
- D. repayment plan: plan to repay borrowed funds or provide return on investment to equity funds

NOTE for franchise businesses, for all sections (Part 1, 2 and 3), prospectuses for franchise business must include the corporate guidelines for services provided for organization of business, pricing and promotion, financing, etc.

*Special Note: Use the prospectus for support and documentation of presentation.*

### Checklist Standards

In addition to the items outlined above, participants must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all participants. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two “official” prospectuses must be submitted. Both of these must be submitted in official Collegiate DECA (or DECA/Delta Epsilon Chi) folios. Folios are available from DECA Images (catalog # FOLIO). No markings, tape or other materials should be attached to the folios.
2. Both prospectuses must be brought to the participant briefing session to be turned in for evaluation according to the Written Entry Checklist. These will be kept by the event director and will be given to the judge(s) prior to your presentation. The participant(s) may retain other copies (or photocopies) for their personal reference during the presentation. These do not have to be in official folios, will not be evaluated, and may not be shown to judge(s).
3. The prospectus must be limited to ten (10) pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will not appear on the title page. The title page does count as one of the maximum ten (10) pages allowed. The page following the title page will be numbered “2”. One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum ten (10) pages.
4. Body copy of the prospectus must be at least double-spaced (not space-and-a-half). Title page, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.
7. For franchise business, documentation must be included (corporate guidelines for services provided for organization of business, pricing and promotion, financing, etc.).

Documentation must be provided to serve as written proof of franchise guidelines and services, where appropriate. The documentation is provided to allow your prospective financial investor (judge) to evaluate your business prospectus with the greatest possible effectiveness given the limited time, and to allow you to best communicate your prospectus. While you should certainly summarize the franchising guidelines and services used within your ten (10) page prospectus, you still must provide the support documentation (i.e. a copy of the franchise agreement and the set of guidelines for establishing a franchise) as proof. Any information created by the participants (i.e. summary of franchise services as they relate to your local market) is not appropriate for the franchise only Appendix or separate franchise documentation.

There are many forms in which you may receive franchise guidelines for your business. The format options for franchise documentation are as follows. Participants are encouraged to use divider pages or other such methods for clearly identifying franchise documentation. If used within the franchise documentation, they will not be subject to the written prospectus checklist standards.

### Franchise Only Appendix

If your documentation consists only of a few pages and will easily fit in the official folio with your written prospectus, you may choose to include an Appendix for franchise documentation. If you choose this approach, your franchise documentation Appendix will NOT count as one of the maximum ten (10) pages allowed.

*NOTE: If material other than actual franchise documentation (as described above) is included in your Appendix, you may be penalized under the Written Entry Checklist Guidelines.*

### Separate Franchise Documentation

If your documentation consists of many pages (it may even be in bound form) and does NOT fit in the official folio with your written prospectus, you may choose to provide separate franchise documentation. If you choose this approach, your franchise documentation does not need to follow any certain formatting guidelines and will NOT count as one of the maximum ten (10) pages allowed.

*NOTE: If material other than actual franchise documentation (as described above) is provided as Separate Documentation, you may be penalized under the Written Entry Checklist Guidelines.*

### Guidelines for the Presentation | Refer to the evaluation form.

1. This event does allow the use of materials (i.e. product samples, prototypes).
2. All material must be prepared by the participants (except for franchise documentation).
3. The participant(s) may bring copies of the prospectus to the presentation for their personal reference. These do NOT have to be in official folios, will NOT be evaluated, and may NOT be shown to judges.
4. Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, participants must use battery power even if electrical outlets are available in the room.
5. Visual aids (poster paper, flip charts) may be used.
6. All materials, equipment, supplies, etc. must be provided by the participants. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
7. Only materials that can be easily carried to and from the competition areas by the actual participants will be permitted (includes computer equipment, visual aids, etc.). Only the participants may handle and set up their materials. No outside assistance will be allowed.
8. Participants will have up to fifteen (15) minutes to present their proposal and answer questions from the judges.
9. Space provided for this event may be limited to a 6' x 8' pipe-and-drape booth in an arena atmosphere (includes judge's table and chairs).
10. When using a presentation aid, such as a lap-top computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the participant will be interrupted and asked to follow the noise policy. Failure to do so may result in disqualification.

### Presentation Schedule

- Ten (10) minutes for the judges to review prospectus
- Twenty (20) minutes for participant presentation (describe proposal and request funding) and questions by the judges
- Ten (10) minutes for scoring by the judges

The Entrepreneurship Event was created by Collegiate DECA in response to the high priority now being given to entrepreneurship training for students in schools by various government agencies at all levels, and by business leaders from the private sector.

Eager entrepreneurs have developed a detailed presentation on a proposed new business or franchise, including a description and analysis of the business situation, planned marketing and promotion of the proposed business and planned financing. Playing the role of a potential source of start-up capital for the business, you are to read the written document and then interact with the writer(s) as if you were actually going to approve (or disapprove) the request for financing.

### **Judging the Written Entry**

Please familiarize yourself with all of the guidelines before reading any of the prospectus. Penalty points (see Written Event Checklist) have already been assessed. Your job is to evaluate the participant(s) written prospectus based on the Written Entry Evaluation Form.

1. Place the participant(s)' name(s) and identification number(s), using labels if provided, on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the Written Entry Evaluation Form for this event.
2. You will have ten (10) minutes to read the prospectus before the participants enter the judging area/room. This is an appropriate time to evaluate the prospectus using the Written Entry Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
3. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
4. Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the Written Entry is fifty (50) points.
5. Participants with franchise businesses must provide franchising documentation where appropriate. The Written Entry Evaluation Form follows the outline shown in the section entitled Format for the Prospectus and Evaluation of the Prospectus, which explains in greater detail what should be discussed in each section. As you read, ask yourself, "Will this work? Is it realistic? Does the participant(s) seem knowledgeable? Is the participant(s) communicating clearly?" Ultimately, you must decide, "Would I lend money to or invest in this person(s) and this proposal?"

### Judging the Presentation

1. Please familiarize yourself with all of the guidelines before interacting with participants. Your job is to evaluate the participant(s) presentation based on the Presentation Evaluation Form.
2. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
3. Please place the participant(s)' name(s) and identification number(s), using labels if provided, on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the Presentation Evaluation Form for this event.
4. Participants will be scheduled for presentations at forty (40) minute intervals.
5. You will have ten (10) minutes to read the prospectus before the participants enter the judging area/room.
6. The twenty (20) minutes following the introduction will allow the participant(s) to outline the proposal and answer questions. Remember, you are role-playing a decision maker for a financial institution or a potential investor. You may refer to the Participant's Prospectus or to your notes during the interaction with the participants.
7. To insure fairness, you must ask the participant(s) the same questions—one question from each of the major categories shown on the evaluation sheet would be appropriate. After asking the standard questions, you may ask other questions for clarification specific to the current participant(s).
8. Following the twenty (20) minute interaction period, please thank the participant(s) and state that a decision on the financing will be made soon and that the participant(s) will be notified of the decision. Please give no indication of their performance/score.
9. During the last five (5) minutes, after the participants are excused from the judging area, you may score the participant(s). Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to record a score for all categories, add them for the total score, then initial the total score. The maximum score for the interview is fifty (50) points.

Note: If a bubble score sheet is not provided, indicate your scores on the Entrepreneurship Presentation Evaluation Form.

You may be asked to complete the Recap section and total your combined score for both the written entry and the interview. The section manager will double-check all addition.

The Presentation Evaluation Form follows the outline shown in the section entitled Guidelines for the Presentation which explains in greater detail what should be discussed in each part.

During the presentation, ask yourself, "Will this work? Is it realistic? Does the participant(s) sound knowledgeable? Is the participant(s) communicating clearly?" Ultimately, you must decide, "Would I lend money to or invest in this person(s) and this proposal?"

### Presentation Schedule | In forty (40) minute intervals

- Ten (10) minutes for judges to read the prospectus
- Twenty (20) minutes for presentation by the participant(s) and questions by the judges
- Ten (10) minutes for scoring by the judges

### Evaluation Criteria

A score under the heading of **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the participant(s).

A score under the heading of **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. A proposal which earns this level in every category for the presentation would probably get all or a major portion of the requested financing.

A score under the heading of **Below Expectations or Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

### Judging Summary

Maximum score is 100 points (50 points for written entry; 50 points for interview). A total score of 70 or better will earn the participants a **Certificate of Excellence**.

We hope you are impressed by the quality of the work of these potential entrepreneurs. If you have any suggestions for improving this event, please mention them to your event manager.

**We thank you for your help.**



Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Please refer to Guidelines for the Format of the Prospectus for a more detailed explanation of these items.

	Checked	Penalty Points Assessed	Page No./ Note
1. The Written Statement of Assurances must be signed and submitted with the entry.	_____	15	_____
2. Entries submitted in an official Collegiate DECA (or DECA/Delta Epsilon Chi) written event folio. Two copies submitted.	_____	5	_____
3. Title page information has been provided as requested.	_____	5	_____
4. Limited to the number of pages specified in the guidelines. One page will be counted for each 8.5 x 11 inch panel or fraction thereof (foldouts, brochures, etc.).	_____	5 per page	_____
5. All pages are numbered in sequence (except for the title page, which is not numbered).	_____	5	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced.	_____	5	_____
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.	_____	5	_____
8. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.	_____	5	_____
9. Franchise documentation not provided (if the business is a franchise).	_____	10	_____
10. Franchise only Appendix includes material other than franchise documentation.	_____	10	_____

**TOTAL Penalty Points Assessed** \_\_\_\_\_

A check indicates that the item has been examined.  
 A circled number indicates that an infraction has been noted.  
 A page number indicates the location of the infraction.

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in Collegiate DECA's Competitive Events Program must submit this statement as part of the entry. The statement must be signed by all members of the competitive team, where applicable, and should be placed at the front of the written entry binder that is submitted for penalty points.

I understand the following requirements as set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to any general competitive event rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of the work of the team members listed below.
2. No part of this entry has been previously entered in international competition.
3. This entry has not been submitted this year for international competition in any other Collegiate DECA competitive event, nor by any other participant/team in this event.
4. Credit for all secondary research has been given to the original author and is stated as such in the written project.
5. All activities or original research procedures described in this entry are accurate depictions of the efforts of the team members listed below.
6. I understand that Collegiate DECA has the right to publish this entry. Should Collegiate DECA elect to publish this entry, I will receive an honorarium from Collegiate DECA. Individuals/Teams with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.
7. I understand that the ideas and information presented in the written project and judge interaction will become public information. Therefore, DECA Inc., its staff, volunteers and organizational partners cannot reasonably be expected to ensure the security of my/our ideas and information.

*This statement of assurances must be signed by all members of the team and submitted during the Entrepreneurship event briefing, or entry will be given 15 penalty points.*

Name of Chapter	Chapter Advisor	Chapter Advisor Email
Participant's Name	Participant's Name	Participant's Name
Signature	Signature	Signature

*Hole punch and place in front of the written entry. Do not count as a page.*

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
--	----------------------------	-----------------------	-----------------------	-------------------------	------------------

**Section 1—Executive Summary**

1. Introduction	0	1	2	3	_____
-----------------	---	---	---	---	-------

**Section 2—Description and Analysis of Business Situation**

2. Self-analysis	0	1	2	3	_____
3. Market analysis	0	1-2	3-4	5-6	_____
4. Analysis of location	0	1	2	3	_____
5. Proposed organization	0	1	2	3	_____

**Section 3—Proposed Marketing/Promotion Plan**

6. Proposed product/service	0	1	2	3	_____
7. Pricing policies	0	1	2	3	_____
8. Promotional activities	0	1	2	3	_____
9. Place	0	1	2	3	_____

**Section 4—Proposed Financing Plan**

10. Projected income statement (12 months)	0	1	2	3	_____
11. Projected Cash Flow (12 months)	0	1	2	3	_____
12. Personal/internal capital	0	1	2	3	_____
13. Funding Plan (sources and uses of capital)	0	1	2	3	_____
14. Opening day financial statement (including start-up costs)	0	1	2	3	_____

**APPEARANCE AND WORD USAGE**

15. Overall impression of written prospectus	0	1-2	3-4	5	_____
--	---	-----	-----	---	-------

Total Judged Points (50 maximum): \_\_\_\_\_

JUDGE SECTION: A B C D E F G (circle one)

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
1. Mission Statement/Concept	0-1-2	3-4-5	6-7-8	9-10	_____
2. Analysis of the business situation	0-1-2	3-4-5	6-7-8	9-10	_____
3. Description of business, product, service	0-1-2	3-4-5	6-7-8	9-10	_____
4. Financing—income/cash flow/balance sheet	0-1-2	3-4-5	6-7-8	9-10	_____
5. Market and Marketing Overview	0-1	2-3	4	5	_____
6. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc.	0-1	2-3	4	5	_____

**Total Judged Points (50 maximum):** \_\_\_\_\_

**RECAP: Written Entry (50)** \_\_\_\_\_

**Presentation (50)** \_\_\_\_\_

**Subtotal (100)** \_\_\_\_\_

**Less Penalty Points** \_\_\_\_\_

**TOTAL POINTS (100 maximum)** \_\_\_\_\_

A total score of 70 or better will earn the participants a Certificate of Excellence.

JUDGE SECTION: A B C D E F G (circle one)

**TIE BREAKER**

For tie-breaking purposes, the following evaluation form ranking process will be used. Beginning with the Presentation Evaluation Form, the participant(s) with the highest score for item #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining presentation items in the following order: 2, 3, 4, 5, 6. If this does not break the tie, the process will continue using the Written Entry Evaluation Form, beginning with item #3. If this does not break the tie, the process will continue for the remaining written entry items in the following order: 15, 8, 1, 2, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14.