



Entrepreneurship

Description

Students create and present a business plan.

Type of Event

Individual or Team

Guidelines for our **VIRTUAL CONFERENCE**

- **BY APRIL 8, 2022 STUDENTS WILL UPLOAD RECORDED PRESENTATIONS INTO THE DLG CONFERENCE PLATFORM.**
- **Presentation can be uploaded through a URL link.**
- Presentation should be between 5-7 minutes.
- Teachers may not coach students during presentations.
- Presentation should utilize a visual representation. (Visual representation options include, but are not limited to website, PowerPoint, Youtube, Google Slides. Must be able to convert into online format and share it with judges using a link.)
- Presentations should address the following elements of a business plan
 - i. Business Description
 - ii. Facility Needed
 - iii. List of all Supplies and Equipment Required
 - iv. Organizational Structure
 - v. Budget
 - vi. Advertising, Marketing and Recruitment

Evaluation

- Students will be scored using the rubric on the following page. Please review rubric for specific criteria to include in the presentation. Teams will receive **one** score for the entire team.
- In every event, students are expected to present themselves in a professional manner.

Accommodations

- Appropriate and reasonable accommodations will be made to address individual student needs. Requests must be made within the DLG system one month in advance of the conference. At the time of registration and accommodations request, please also contact Marta Osuna, ACE CTE Board at: mosuna316@gmail.com to initiate the required board approval process for accommodations.

Scoring

- **Competitors with the top three scores in this event will receive a gold, silver, or bronze medal.**

All students:

- Scoring between 100-90 will receive a gold certificate
- Scoring between 89-80 will receive a silver certificate
- Scoring between 79-70 will receive a bronze certificate
- Scoring 69 and below will receive a participation certificate

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Grading Rubric

What is being evaluated:	EXCELLENT	ABOVE AVERAGE	AVERAGE	LIMITED	Points Given
Quality of Presentation	<p>10</p> <ul style="list-style-type: none"> well-prepared exhibits confidence time used constructively presented in logical sequence 	<p>9-8</p> <ul style="list-style-type: none"> 1 or 2 elements missing or poorly demonstrated 	<p>7-6</p> <ul style="list-style-type: none"> 3 elements missing or poorly demonstrated 	<p>5-0</p> <ul style="list-style-type: none"> does not demonstrate appropriate quality of work 	
Elements of Business Plan	<p>70-65</p> <p>Business description:</p> <ul style="list-style-type: none"> name products/services offered hours of operation demographics served <p>Facility & Supplies:</p> <ul style="list-style-type: none"> space required utilities required <p>List of required supplies & equipment</p> <p>Organizational Structure:</p> <ul style="list-style-type: none"> number & type of employees required job titles & tasks attached to those titles <p>Budget includes:</p> <ul style="list-style-type: none"> expected income and expenditures how the business will be funded <p>Advertising and Recruitment</p> <ul style="list-style-type: none"> description of advertising sample advertisement 	<p>64-57</p> <ul style="list-style-type: none"> evidence of some development ideas presented in somewhat logical sequence 	<p>56-50</p> <ul style="list-style-type: none"> slight evidence of development ideas presented in somewhat illogical sequence 	<p>49-0</p> <ul style="list-style-type: none"> plan not developed ideas not logically presented does not show proficiency in identifying aspects of business plan 	
Quality of Visual Representation	<p>10</p> <ul style="list-style-type: none"> seamless integration into presentation excellent overall appearance proper mechanics throughout 	<p>9-8</p> <ul style="list-style-type: none"> coherently referenced during presentation above average overall appearance few errors in mechanics 	<p>7-6</p> <ul style="list-style-type: none"> visual not referenced during presentation average quality many errors in mechanics 	<p>5-0</p> <ul style="list-style-type: none"> does not demonstrate appropriate quality of work does not use in presentation OR no visual presented 	
Attitude, Appearance and Teamwork	<p>10</p> <ul style="list-style-type: none"> positive attitude expressed enthusiasm dressed for business made eye contact with audience evidence of equal input/effort from all participants (if team is presenting) 	<p>9-8</p> <ul style="list-style-type: none"> attitude/enthusiasm above average dress/eye contact above average evidence of nearly equal input/effort from all participants 	<p>7-6</p> <ul style="list-style-type: none"> attitude/enthusiasm average dress/eye contact average evidence of unequal participant input/effort 	<p>5-0</p> <ul style="list-style-type: none"> does not demonstrate professionalism in attitude or appearance no evidence of teamwork 	
Final Score:					
<p>Judges, please total scores using whole numbers only. Please write additional comments in the space provided.</p>					