



Entrepreneurship Written Event, 2004

Sponsored by the
Ewing Marion Kauffman Foundation

Purpose

The Entrepreneurship Written Event involves the development of a proposal to start a new business, a self-analysis (including the willingness to take risks), an analysis of the business situation, a description of the way the business will operate and detailed plans for financing the business through its first three years of operation. Any type of business may be used.

The Entrepreneurship Written Event will provide the participants with the opportunity to

- ◆ prepare a written proposal for a new business
- ◆ request financing for the proposal in a role-playing interview with a bank or venture capital official

Pilot Procedure

- The project consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 70 points, and the oral presentation will account for the remaining 30 of the total 100 points.
- Each event entry will be composed of **one to three** members of a DECA chapter. All participants must present the project to the judge. All participants present must respond to questions.
- The body of the written entry must be limited to **40 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. *Do not* include it in the page numbering.
- The oral presentation may be a maximum 10 minutes in length. The first 7 minutes will include an explanation and description of the project followed by 3 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 3 minutes following the presentation.

Skills Developed

The participants will demonstrate skills described by the performance indicators for general marketing and each occupational category as well as learn/understand the importance of

- communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- critical thinking/problem-solving skills
- teamwork—the ability to be an effective member of a productive group
- the ability to evaluate group presentations
- production skills—the ability to take a concept from an idea and make it real
- priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- the basic steps involved in starting a small business



- the ability to interpret financial statements
- the ability to self-evaluate personal skills, knowledge, abilities and willingness to take risks
- customer needs

Complete lists of marketing performance indicators are available from DECA IMAGES or DECA's Web site, www.deca.org.

Format Guidelines for the Written Entry

Your written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form.

Title page. The first page of the written entry is the title page, which lists the following in this order:

ENTREPRENEURSHIP WRITTEN EVENT

Type of business proposed

Name of DECA chapter

Name of high school

School address

City/State/ZIP

Participant's name(s)

Date

The title page will *not* be numbered.


Table of contents. The table of contents should follow the title page. It must list every heading of every section in the written entry and the page on which that section starts. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will *not* be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. The numbered pages continue through the bibliography (required) and appendix (optional).

Follow this outline when you write your proposal. Points for each section are shown on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
One-page description of the project
- II. INTRODUCTION
Type of business proposed, a brief description of the major product/service involved, sources of information (interviews and research sources), a brief description of advisors and their involvement
- III. ANALYSIS OF THE BUSINESS SITUATION
 - A. Self-analysis
Personal business experience and training/education in the proposed field, personal business strengths and weaknesses, demonstrated willingness to take risks, a brief plan for personal development in the proposed field
 - B. Trading area analysis
 1. General data: geographic, demographic, economic
 2. Competitive data: present competitors (listed and briefly described), competitive advantages and disadvantages of the proposed business
 - C. Market segment analysis
Target market (age, income level, population estimate, other specific demographic and economic information), customer buying behavior related to proposed business

(Continued on next page)

- 
- D. Analysis of potential location(s)
Availability, cost (rent or buy), traffic patterns, proximity to competition, etc.
- IV. PLANNED OPERATION OF THE PROPOSED BUSINESS
- A. Proposed organization
Type of ownership and rationale; start-up steps to form the business; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, legal, production (if applicable) functions; proposed organization chart, brief job descriptions, if necessary
- B. Proposed product/service
Details of product(s)/service(s) to be offered; include potential suppliers, manufacturing plans, inventory policies, if applicable. If the business is a service business, appropriate information about plans to provide the service, including necessary supplies, etc.
- C. Proposed marketing strategies
Proposed pricing policy; costs, markups, markdowns, relation to competition, etc.; proposed promotional program; personal promotional activities; nonpersonal promotional activities; media availability, costs, one-year promotional plan outline
- V. PLANNED FINANCING
- A. Projected income and expenses
(The following are recommended items to be included. You may select the appropriate items for your business.)
1. Projected income statements by month for the first year's operation (sales, expenses, profit/loss)
 2. Projected cash flow for the first year
 3. Projected cash flow by month for the first year's operation
 4. Projected balance sheet, end of first year
 5. Projected three-year plan
 6. A brief narrative description of the planned growth of the proposed business, including financial resources and needs
- B. Proposed plan to meet capital needs
(The following items are recommended for inclusion. You may select the appropriate items for your business.)
1. Personal and internal sources
 2. Earnings, short-term and long-term borrowing, long-term equity
 3. External sources
 4. Short-term and long-term borrowing, long-term equity (if applicable)
 5. Repayment plans
 6. Plan to repay borrowed funds or provide return on investment to equity funds
- VI. CONCLUSION
Specific request for financing, summary of key points supporting the financial request
- VII. BIBLIOGRAPHY
- VIII. APPENDIX
An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body; these might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

Checklist Standards

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participants. Refer also to the Written Entry Checklist.

1. The *Written Event Statement of Assurances* must be signed and submitted with the entry or the entry will receive 15 penalty points.

2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (WEF000). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may *not* be used.
4. The body of the written entry must be limited to 40 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the last page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. The entry must be typed/word processed (not handwritten). Only materials in exhibits and participant-created artwork, charts and graphs may be handwritten. Handwritten corrections to typed text will be penalized. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8½-inch x 11-inch paper. Pages may *not* fold out to a larger size. No extraneous information may be attached to the pages and tabs may *not* be used.
9. Illustrations (figures) used to enhance understanding of the text and scanned photographs are permitted in the main body of the document. Decorative artwork or desktop publishing decorative techniques must be confined to the appendix. See page 41 for a fuller explanation.
10. The entry must follow the sequence outlined. No sections may be added. Sections not included will be given *zero* scores by the judge. Page numbers of the sections must appear in the table of contents. Each section must be titled, including the bibliography (required) and the appendix (optional).

Presentation Guidelines

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants, assuming the role of entrepreneurs, will have prepared a detailed description of a proposed new business, including an analysis of the business situation, planned operation of the proposed business and planned financing. The role of the judge is that of a potential source of capital for the business who evaluates as if actually going to approve (or disapprove) the request for financing.
- The participants will present the project to the judge in a 10-minute presentation worth 30 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- The participants will spend not more than 7 minutes, at the beginning of the presentation, describing the proposal and making the request for financing. Each participant may bring a copy of the written entry and refer to it during the presentation. Notes in the margin or on the back of the report pages are acceptable on the participants' copies only. No note cards may be used.
- The judge will spend the remaining 3 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use as visual aids only display material mounted on posters/presentation boards. Only visual aids that can be easily carried to the presentation by the participants will be

(Continued on next page)

permitted, and the participants alone must set up the visuals. Participants are allowed to make use of a personal or laptop computer and/or a handheld digital organizer they provide. No set-up time will be allowed. No sound may be used. If participants use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other material may be brought to or used during the presentation by the participant.

- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Written Entry Judging

Please familiarize yourself with *all* of the guidelines before starting to evaluate the written entry. Penalty points (see the Written Event Checklist) have already been assessed. The Written Entry Evaluation Form follows the outline shown in the section entitled Guidelines for the Format of the Written Entry, 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 writer sound knowledgeable? Is the writer communicating clearly?” Ultimately, you must decide, “Would I lend money to or invest in this person and this proposal?”

The judge should complete the Written Entry Evaluation Form, making sure to

- ◆ place the name and identification number label on the Scantron sheet (unless it has been done for you).
- ◆ fill in the appropriate score for each section.
- ◆ write the score given in the space provided at the right. No score filled in or extended means that the participant will receive a *zero* for that area.
- ◆ ignore attempts to achieve an advantage due to the quality of word-processing equipment available.
- ◆ double-check to ensure you have scored every category.
- ◆ total your score. The series director will double-check all addition.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an applicant.

A “Meets Expectations” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the proposal (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not help the proposal at all).

It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the written entry during the presentation.

Presentation Judging

Each participant will make a 10-minute presentation to you. You are role-playing a loan officer or venture capitalist. You may refer to the written entry, or to your notes, during the presentation.

During the first 7 minutes of the presentation (after introduction), the participant will describe the proposal and make the request for financing. Allow the participant to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 3 minutes, you may question the participant. The first four questions must be based on the Presentation Evaluation Form (parts II, III, IVA and IVB). To ensure fairness, you must ask each participant or group of participants the *same* four questions:

1. one question on analyzing the business situation
2. one question on planning the operation of the proposed business
3. one question on planning income, cash flow and financial position
4. one question on planning to meet capital needs

These four questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the four questions, you may ask any other questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 30 points.

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 series director.

We thank you for your help.



**Entrepreneurship
Written Event, 2004**

Participant's Name: _____

**Written Entry
Checklist**

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry*
for a more detailed explanation of these items.



	Checked	Penalty Points Assessed	Page No.
1. The <i>Written Event Statement of Assurances</i> must be signed and submitted with the entry.....	_____	15	_____
2. Official DECA written event folio	_____	5	_____
3. Sheet protectors may <i>not</i> be used	_____	5	_____
4. Limited to 40 numbered pages (plus the title page and the table of contents)	_____	5 (per page)	_____
5. All pages numbered in sequence starting with the executive summary and ending with the final page of the appendix	_____	5	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced	_____	5	_____
7. Entry must be typed/word processed. Charts and graphs may be handwritten. Handwritten corrections will be penalized	_____	5	_____
8. No fold-outs, attachments, tabs used. Paper is 8½ inches x 11 inches.....	_____	5	_____
9. Decorative artwork or desktop publishing decorative techniques are confined to the appendix	_____	5	_____
10. Entry follows the sequence outlined in guidelines (title page, table of contents, executive summary, introduction, analysis of the business situation, planned operation of the proposed business, planned financing, conclusion, bibliography and appendix, if attached). Page numbers of sections must appear in the table of contents. Each section is titled	_____	5	_____

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.*

**Entrepreneurship
Written Event, 2004**

Participant's Name: _____

**Written Entry
Evaluation Form**

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry*
for a more detailed explanation of these items.

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
I. EXECUTIVE SUMMARY One-page description of the project	4	3	2	1-0	_____
II. INTRODUCTION Type of business, product/service description, sources of information	4	3	2	1-0	_____
III. ANALYSIS OF THE BUSINESS SITUATION					
A. Self-analysis.....	4	3	2	1-0	_____
B. Trading area analysis	6-5	4	3-2	1--0	_____
C. Market segment analysis.....	4	3	2	1-0	_____
D. Analysis of the potential location(s)....	4	3	2	1-0	_____
IV. PLANNED OPERATION OF THE PROPOSED BUSINESS					
A. Proposed organization.....	4	3	2	1-0	_____
B. Proposed product/service.....	4	3	2	1-0	_____
C. Proposed marketing strategies					
1. Pricing.....	4	3	2	1-0	_____
2. Personal promotion.....	4	3	2	1-0	_____
3. Nonpersonal promotion	4	3	2	1-0	_____
V. PLANNED FINANCING					
A. Projected income and expenses	8-7	6-5	4-3-2	1-0	_____
B. Plan to meet capital needs	8-7	6-5	4-3-2	1-0	_____
VI. CONCLUSION Summary, request for financing.....	4	3	2	1-0	_____
VII. APPEARANCE AND WORD USAGE Professional layout, neatness, proper grammar, spelling and word usage	4	3	2	1-0	_____

Written Entry Total Points (maximum 70 points): _____

Judge: A B C D E F G H (circle one)

**Entrepreneurship
Written Event, 2004**

Participant's Name: _____

**Written Entry
Presentation Evaluation Form**

I.D. Number: _____

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
I. Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	6-5	4	3-2	1-0	_____
II. Question on the analysis of the business situation.....	4	3	2	1-0	_____
III. Question on the planned operation of the proposed business	4	3	2	1-0	_____
IV. Planned financing					
A. Question on the income/cash flow/ balance sheet	4	3	2	1-0	_____
B. Question on the plan to meet capital needs	4	3	2	1-0	_____
V. To what extent did the participants demonstrate professional standards?	4	3	2	1-0	_____
VI. Overall impression of the participants and proposal.....	4	3	2	1-0	_____

Presentation Total Points (maximum 30 points): _____

RECAP: WRITTEN ENTRY (70): _____

PRESENTATION (30): _____

SUBTOTAL (100): _____

LESS PENALTY POINTS: _____

TOTAL SCORE: _____

Judge: A B C D E F G H *(circle one)*