

# Entrepreneurship

## Purpose

To evaluate the team's success to formulate a business plan, present business presentations and respond to changes that may occur during operation.

**First, refer to the General Regulations, Page 9.**

## Clothing Requirement

**For men:** Official red blazer or jacket, black dress slacks, white dress shirt, plain black tie with no pattern or SkillsUSA black tie from Midwest Trophy, black socks, and black shoes.

**For women:** Official red blazer or jacket, black dress slacks or skirt, with businesslike white, collarless blouse or white blouse with small, plain collar that may not extend onto the lapels of the blazer, black sheer or skin-tone hose, and black shoes. To purchase official clothing, contact Midwest Trophy Manufacturing Co. Inc. by calling 1-800-3245996 or order online at: [www.mtmrecognition.com/skillsusa/](http://www.mtmrecognition.com/skillsusa/).

## Eligibility

Open to active SkillsUSA members. A state may enter one high school team and one college/postsecondary team comprised of four registered members each. The team may perform with three members without penalty in the event that a member fails to show up or is forced to withdraw within five days of the competition, as long as four members were originally registered and verified in the national headquarters.

## Equipment and Materials

1. Supplied by the technical committee
  - a. Timekeeper
  - b. One 30"x72" table
  - c. Projection Screen
  - d. One electrical 120 volt (15amp) outlet
2. Supplied by the contestants
  - a. All materials and supplies needed for their presentations, including all presentation equipment such as a visual aids, computer, projector, extension cords, etc.

## General Rules and Regulations

1. Six copies of each participating team's business plan must be received in the SkillsUSA Championships office by the deadline of June 1. The mailing/shipping address is:

By mail:  
SkillsUSA Championships  
PO Box 3000  
Leesburg, VA 20177

By courier:  
SkillsUSA Championships  
14001 SkillsUSA Way  
Leesburg, VA 20176

### 2. Day One, Orientation Session

A brief overview of the contest will be delivered. Teams will randomly draw their order of competition for day two presentations. At the end of the orientation session, teams will be given the challenge for the day three presentations. All work must be completed by the registered team members only.

### 3. Day Two, 5 minute Business Plan Presentations

Teams have 5 minutes to set up the room for their presentations. Teams will demonstrate an in depth understanding and knowledge of their business plan that may include a demonstration of their product. All team members must demonstrate the ability to identify and define the sequence of research in which the team participated.

4. Day Three, 4 minute Presentation (high school), 6 minute Presentation (college/post secondary)

Order of competition will be reversed from day two presentations. Teams have 5 minutes to set up the room for their presentations. Team members should show alternative approaches to solving the business problem presented to them and be able to explain their choice of the most beneficial solution. Teams will be judged according to the appropriateness of their solution and their underlying understanding of business procedures.

5. No observers will talk or gesture to contestants during presentations. No observers will enter/leave the room during presentations. The presentations will be open to the public. Teams may observe the presentations, but only after they have completed their presentation on each day.

### **Method of Presentation**

1. Computer projection may be used to deliver the presentations.
2. Each presentation will be limited to the timeframes as stated previously. Points will be deducted for teams that exceed the time limits. Judges will be allowed up to an additional 10 minutes for clarification and questions after each presentation is complete.
3. A professional presentation is expected from each team. This includes, but is not limited to posture, eye contact, clarity, volume, teamwork, effective use of visuals, use of time, and group dynamics. Each team member must verbally participate in the presentation.

### **Format of Written Plans**

1. All pages in the business plan will be 8 \_ x 11 inches, and with the exception of the title page, will be numbered. The business plan may not be more than 35 pages long, including sample forms, marketing materials, and supporting documents.
2. The text of the business plan will be typed (12pt. Times Roman or equivalent). Handmade or computer-generated graphs and charts are acceptable. Professionally made graphs and charts are unacceptable.
3. The title page will include the name of the business, the name of the class or classes, name of the team (if one exists), names of the team members, and date of submission.
4. The second page will be the Table of Contents.
5. The third page will be a team "Bio Sheet" that provides an brief overview of the business the group selected as well as a description of the experience and skills each team member brought to the effort.
6. The fourth page will consist of verification from a senior education institution official that the project is the original work of the registered team members.
7. The business plan that follows these above mentioned pages must be organized according to the outline provided in the "Scope of the Contest" section. Points will be deducted for each section out of sequence, not completed or omitted.

### **Scope of the Contest** – *(The written business plan must follow this format)*

1. Business Concept & Overview
  - a. Create and list the name of the business
  - b. Define the role, with job descriptions, of each team member in the business
  - c. Identify why this is a good business opportunity
  - d. Describe some of the customer needs this business will satisfy
2. Goals and Objectives for the Business
  - a. List the target market for your business
  - b. Assess how the business will benefit the target market

- c. Analyze how the business will strengthen community relations
- d. Describe the general relationship between the owners and employees

### 3. Products to Be Offered

- a. Describe the products offered
- b. Explain the steps required to produce the products
- c. Examine the costs to produce the products
- d. Provide a list of the prices of the products
- e. List the pricing options you may have to better market your products
- f. Provide sample order forms, bid forms, and/or contracts

### 4. Form of Ownership and Necessary Legal Steps

- a. Examine the different types of ownership and explain yours
- b. Evaluate why you chose this form of business ownership
- c. Describe the necessary permits, licenses, certifications, etc. including how to obtain them

### 5. Market Analysis

- a. Describe the demographics of your target market
- b. Develop surveys to test your products
- c. Discuss the conversations you have had with potential customers
- d. Analyze and list the data gathered from the surveys
- e. Examine your nearest competitors' strengths and weaknesses and assess how do their products compete with yours

### 6. Marketing Plan

- a. Describe the location of your business to reach your target market
- b. Describe the physical layout of your business
- c. Create a marketing slogan and logo
- d. Create sample marketing and advertising materials
- e. Propose how to overcome competitors better services, prices, marketing, etc

### 7. Financial Statements and Projections

- a. Estimate the startup costs for you first month of business
- b. Examine some possible options for funding the startup of your business
- c. List your estimated monthly operating expenses
- d. Show your monthly sales projections
- e. Describe your record keeping system

### 8. Management and Staffing

- a. Describe your overall management or leadership approach/style
- b. Show an organizational flow chart for your business

**SKILLS-USA CHAMPIONSHIPS  
ENTREPRENEURSHIP WRITTEN BUSINESS PLAN  
EVALUATION FORM**

Date \_\_\_\_\_ Judge \_\_\_\_\_ Team Name \_\_\_\_\_ No. of Members \_\_\_\_\_

BUSINESS PLAN LAYOUT: (5 points) Title Page, Table of Contents, and Team Bio Sheet adhere to specifications. Letter of verification submitted. Overall quality of the business plan reflects neatness, clarity, and professionalism. Overall order of layout followed.	RATING
BUSINESS CONCEPT & OVERVIEW: (5 points) Create and list the name of the business. Define the role, with job descriptions, of each team member in the business. Identify why this is a good business opportunity. Describe some of the customer needs this business will satisfy.	
GOALS & OBJECTIVES: (5 points) List the target market for your business. Assess how the business will benefit the target market. Analyze how the business will strengthen community relations. Describe the general relationship between the owners and employees.	
PRODUCTS TO BE OFFERED: (5 pts) Describe the products offered. Explain the steps required to produce the products. Examine the costs to produce the products. Provide a list of the prices of the products. List the pricing options you may have to better market your products. Provide sample order forms, bid forms, and/or contracts.	
LEGAL STEPS: (5 points) Examine the different types of ownership and explain yours. Evaluate why you chose this form of business ownership. Describe the necessary permits, licenses, certifications, etc. including how to obtain them.	
MARKET ANALYSIS: (5 points) Describe the demographics of your target market. Develop surveys to test your products. Discuss the conversations you have had with potential customers. Analyze and list the data gathered from the surveys. Examine your nearest competitors' strengths and weaknesses and assess how do their products compete with yours.	
MARKETING PLAN: (5 points) Describe the location of your business to reach your target market. Describe the physical layout of your business. Create a marketing slogan and logo. Create sample marketing and advertising materials. Propose how to overcome competitors better services, prices, marketing, etc	
FINANCIAL STATEMENTS & PROJECTIONS: (5 points) Estimate the startup costs for you first month of business. Examine some possible options for funding the startup of your business. List your estimated monthly operating expenses. Show your monthly sales projections. Describe your record keeping system.	
MANAGEMENT & STAFFING: (5 points) Describe your overall management or leadership approach/style. Show an organizational flow chart for your business.	
FINAL BUSINESS PLAN RESULTS: (5 points) Team presented an effective, well-organized and developed business plan and used appropriate research in developing their plans. A feasible income-producing opportunity for team members is explained. An adequate financing plan for the business is shown.	
COMMENTS:	TOTAL (50pts MAX)

SKILLSUSA CHAMPIONSHIPS  
**ENTREPRENEURSHIP**  
 DAY ONE PRESENTATION

Date \_\_\_\_\_ Judge \_\_\_\_\_ Team Name \_\_\_\_\_ No. of Members \_\_\_\_\_

Scoring Criteria	Rating
Ability to identify and define sequence of research. (10pts) Member #1_____ Member #2_____ Member #3 _____ Member #4 _____ <i>(All team members should verbally participate)</i>	
Understand the startup process and content of the business plan. (10 pts) Member #1_____ Member #2_____ Member #3 _____ Member #4 _____ <i>(All team members should verbally participate)</i>	
Stage Presence and Delivery (5 pts) Voice, enthusiasm, deportment, effectiveness of team members	
Time Penalty – 5 minute max for presentation. 5 minute max for set up. 1 point off for each 30 seconds over 5 minutes	
Clothing Penalty (up to 5 pts)	
Total points for Day One Presentation (25 pts possible)	

DAY TWO PRESENTATION

Scoring Criteria	Rating
Solve the problem showing alternative approaches. (10pts) Member #1_____ Member #2_____ Member #3 _____ Member #4 _____ <i>(All team members should verbally participate)</i>	
Explain the choice of the most beneficial solution. (10 pts) Member #1_____ Member #2_____ Member #3 _____ Member #4 _____ <i>(All team members should verbally participate)</i>	
Stage Presence and Delivery (5 pts) Voice, enthusiasm, deportment, effectiveness of team members	
Time Penalty – (5 min for set up) 1 point off for each 30 seconds over 5 min set up (Presentations: HS-4 min max, PS-6 min max) 1 point off for each 30 seconds over 4 or 6 minutes.	
Clothing Penalty (up to 5 pts)	
Total points for Day One Presentation (25 pts possible)	