



ENTREPRENEURSHIP *Growing your Business*

The **Entrepreneurship (Growing Your Business)** event involves the idea generation and strategy development needed to grow an existing business. *Only Collegiate DECA members who currently own and operate their own business may participate in this event.*

The Entrepreneurship (Growing Your Business) event involves 1 to 3 students analyzing their current business operations and identifying opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc.

ENTREPRENEURSHIP

EVENT OVERVIEW

The Entrepreneurship (Growing Your Business) event consists of 2 major parts, both evaluated by the judge, for a maximum 100 points:

- Each “team” will be composed of one to three student participants. **All participants must be documented owners/operators of the business.**
- The written report is limited to 15 pages, and will account for a maximum 50 points. Proof of ownership documentation is NOT counted towards the maximum 15 pages.
- The presentation by the students, limited to twenty minutes including set-up, presentation time, and answering questions from the judge, will also account for a maximum 50 points.

For the presentation, the judge will assume the role of a potential investor and will evaluate both the written report and the presentation.

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 written report (minus deductions from the Written Entry Checklist) accounting for 50 points, and one presentation, also accounting for 50 points. Students will be ranked according to their combined score, and a predetermined number of students/teams will be named finalists. Finalists will again be evaluated based on their written report (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 Format Guidelines for the Written Report, Guidelines for the Presentation, Written Entry Checklist, Written Statement of Assurances, and Evaluation Forms.

LEARNING OUTCOMES

The students will demonstrate skills needed to address the components of the project as described in the content outline and evaluation forms as well as learn/understand the importance of

- Communication 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
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- Identification of competitive conditions within market areas
- The basic steps involved in growing and expanding a small business
- The ability to self-evaluate personal skills, knowledge, abilities and willingness to take risks

21st CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today’s employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

PROOF OF OWNERSHIP

All participants must be documented owners/operators of the business. A parents’ business does not qualify.

Examples of sufficient documentation of ownership include items that clearly list the name(s) of the owner(s)/operator(s) such as:

- Notarized affidavit of ownership, business licenses
- Certificates of insurance
- Tax filings
- Local business permits

Example of insufficient documentation of ownership include items that are less official such as:

- Web pages
- Business cards
- Promotional materials

STUDENT INSTRUCTIONS

FORMAT GUIDELINES FOR THE WRITTEN REPORT

The students must prepare a written report. Read carefully and follow instructions for: Title Page, Format for the Written Report and Evaluation of the Written Report, Checklist Standards, and Written Entry Checklist. Refer also to the Written Entry Evaluation Form.

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

ENTREPRENEURSHIP (GROWING YOUR BUSINESS)
Name of Business
Name of Chapter/School
Name of Chapter Advisor
Chapter Advisor's Address
City, Association, ZIP or Postal Code
Country
Students Name(s) and Address(es)
City, Association, ZIP or Postal Code
Country
Date

A page number will not appear on the title page; however, the title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2."

The Written Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Format for the Written Report

I. EXECUTIVE SUMMARY

A one-to two-page description of the business growth plan

II. INTRODUCTION

- A. Type of business owned and operated and a description of the current business operations
- B. Products and/or services offered
- C. Unique characteristics of the business

III. SWOT ANALYSIS

- A. Strengths of the business
- B. Weaknesses of the business
- C. Opportunities available for the business
- D. Threats to the business

IV. FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS

- A. Expansion opportunities
- B. Marketing plan
- C. Demographics of market area

V. FINANCING PLAN

- A. Current financial situation, including financial documents
- B. Capital needed for expansion opportunities
- C. Fixed overhead and cost of operations
- D. Time to achieve profitability

VI. CONCLUSIONS

Summary of key points

VII. BIBLIOGRAPHY

VIII. APPENDIX

An appendix is optional. Include in an 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. Provided that the appendix includes such "exhibits" and is NOT used for "content" that should be included under previous sections, **the appendix does NOT count as one of the maximum 15 pages.** Any such misuse of the appendix may result in penalties under the Written Entry Checklist Guidelines

PROOF OF OWNERSHIP DOCUMENT (REQUIRED)

Documentation to verify student ownership/operation. Pages under this section/topic do NOT count towards the maximum 15 pages, and do not need to be numbered. **All participants must be documented owners/operators of the business.**

STUDENT INSTRUCTIONS

CHECKLIST STANDARDS

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

1. Two “official” written reports must be submitted. Both of these must be submitted in official Collegiate DECA (or DECA) folios. Folios are available from DECA Images (catalog # FOLIO). No markings, tape or other materials should be attached to the folios.
2. Both “official” written reports must be brought to the student 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 prior to your presentation. The students 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.
3. The written report must be limited to 15 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 15 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 15 pages.
4. Body copy of the written report must be at least double-spaced (not space-and-a-half). Title page, executive summary, 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.

STUDENT INSTRUCTIONS

GUIDELINES FOR THE PRESENTATION

- This event does allow the use of materials (i.e., sample brochures).
- All materials must be prepared by the students, with the exception of sample materials related to the business.
- The students may bring copies of the written report 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.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- Only materials that can be easily carried to and from the competition areas will be permitted (includes computer equipment, visual aids, etc.). Only the students may handle and set up their materials. No outside assistance will be allowed.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Students will have up to **20 minutes** to present their growth plan and to answer questions from the judges.
- 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).
- When using a presentation aid, such as a laptop computer, the noise level must be kept at a conversational level that does not interrupt other students. If this guideline is not followed, the students will be interrupted and asked to follow the noise policy.
- Competitors are also responsible for following the information provided in the General Rules and Regulations for competition found on page 3.

Failure to follow guidelines may result in disqualification.

PRESENTATION SCHEDULE

10 minutes for the judges to review the written entry

20 minutes for student presentation and questions by the judges

10 minutes for scoring by the judges



1 to 3
STUDENTS



15
PAGES
ALLOWED



20
PRESENTATION
TIME

JUDGE INSTRUCTIONS

The Entrepreneurship (Growing Your Business) event was created by Collegiate DECA in response to the desire for college students currently operating a business to grow and expand the business.

Current entrepreneurs have worked to develop a plan to grow and expand their current business operations. Growth options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc.

JUDGING THE WRITTEN ENTRY

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

- Place the students' 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.
- You will have 10 minutes to read the report before the students enter the judging area/room. This is an appropriate time to evaluate the report using the Written Entry Evaluation Form. 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 score all categories, add them for the total score, and then initial the total score. The maximum score for the Written Entry is 50 points.
- The written project may include an optional appendix. An appendix may include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

JUDGE INSTRUCTIONS

JUDGING THE PRESENTATION

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Please place the students' 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.
- Students will be scheduled for presentations at 40-minute intervals.
- You will have 10 minutes to read the written report before the students enter the judging area/room.
- The 20 minutes following the introduction will allow the students to outline the growth plan and answer questions. Remember, you are role-playing a potential investor. You may refer to the Written Report or to your notes during the interaction with the students.
- To ensure fairness, you must ask the students 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 students.
- Following the 20 minute interaction period, please thank the students for the presentation. Please give no indication of their performance/score.
- During the last 10 minutes, after the students are excused from the judging area, you may score the students. 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, and then initial the total score. The maximum score for the presentation is 50 points.

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

You may be asked to complete the Recap section and total your combined score for both the written entry and the presentation. 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? Do the students sound knowledgeable? Are the students communicating clearly?” Ultimately, you must decide, “Would I invest in this business?”

PRESENTATION SCHEDULE

10 minutes for judges to read the written entry

20 minutes for presentation by the students and questions by the judges

10 minutes for scoring by the judges

JUDGING SUMMARY

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

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

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the presentation was done in an effective, creative way; in effect, nothing more could be expected of the student, and the business should be seriously considered for investment.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the presentation was done well. There may be a few minor problems or omissions, but they are not significant. A presentation which earns this level in every category for the presentation would probably receive strong consideration for investment.

A score under the heading **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.



WRITTEN ENTRY CHECKLIST

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

	CHECKED	PENALTY POINTS ASSESSED	PAGE NUMBER	NOTATION
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) 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, executive summary, 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 is provided (if the business is a franchise).	_____	10	_____	_____
10. Appendix does not include content that should be included in the main body of the report.	_____	10	_____	_____

WRITTEN ENTRY TOTAL POINTS (50)

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.
Include a notation to provide clarification for penalty points.

INSTRUCTIONS FOR REVIEWER

Except for item #4, the penalty points assessed must be the exact number of points indicated in the Penalty Points Assessed column for the item in question. There are no partial assessment of penalty points. For example, for item #3: if the information has not been provided as requested, just circle the “5” points. You do not assess fewer than 5 points because most of the information is present.



WRITTEN STATEMENT OF ASSURANCES

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. Students will NOT be permitted to present to judge unless this has been submitted.

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 student/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.
8. DECA will retain one official copy of all written entries. The second copy may be picked up by the students or the advisor at a designated date, time, and location. This information will be announced during the event briefing session. Unclaimed written entries/folios will not be returned to the students after the conference.

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

_____	_____	_____
Name of Chapter	Chapter Advisor	Chapter Advisor Email
_____	_____	_____
Student's Name	Student's Name	Student's Name
_____	_____	_____
Student's Signature	Student's Signature	Student's Signature

Place at the front of the written entry. Do not count as a page.



ENTREPRENEURSHIP *Growing your Business*

WRITTEN ENTRY EVALUATION FORM

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

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One-to two-page description of the project	0-1	2	3	4	
INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Type of business owned and description of current business operations	0-1	2	3	4	
3. Unique characteristics of the business	0-1	2	3	4	
SWOT ANALYSIS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Strengths of the business	0	1	2	3	
5. Weaknesses of the business	0	1	2	3	
6. Opportunities available for the business	0	1	2	3	
7. Threats to the business	0	1	2	3	
FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Expansion opportunities	0-1	2	3	4	
9. Marketing plan/demographics of market area	0-1	2	3	4	
FINANCING PLAN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. Current financial situation	0	1	2	3	
11. Capital needed for expansion opportunities	0	1	2	3	
12. Fixed overhead and cost of operations	0	1	2	3	
13. Time to achieve profitability	0	1	2	3	
CONCLUSIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
14. Summary of key points	0	1	2	3	
APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
15. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (50)

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



ENTREPRENEURSHIP *Growing your Business*

PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Plan to grow the business	0-1-2	3-4-5	6-7-8	9-10	
2. SWOT analysis	0-1-2	3-4-5	6-7-8	9-10	
3. Opening remarks	0-1-2	3-4-5	6-7-8	9-10	
4. Financing plan	0-1-2	3-4-5	6-7-8	9-10	
5. Overall performance, presentation technique, effective use of visual aids and participation of all members	0-1-2	3-4-5	6-7-8	9-10	

PRESENTATION TOTAL POINTS (50)	
WRITTEN ENTRY (50)	
PRESENTATION (50)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

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

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

TIE BREAKER

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