

# Entrepreneurship Innovation Plan Event, 2013

## Purpose

The Entrepreneurship Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.

Participants in the Entrepreneurship Innovation Plan Event will present a brief concept paper explaining the opportunity that exists in the marketplace and how their innovation will meet the needs of consumers.

## Procedure

- The Entrepreneurship Innovation Plan Event consists of a **concept paper** and the **oral presentation**.
- Each event entry will be composed of one to three members of a DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The body of the written entry must be limited to **5 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 participants may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include an explanation and description of the project followed by 5 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 participant responds to questions that the judge may ask during the 5 minutes following the presentation.

## Knowledge and Skills Assessed

The participants will demonstrate knowledge and 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

- communications knowledge and skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical knowledge and skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- critical thinking/problem-solving knowledge and skills
- production knowledge and 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 starting a small business
- the ability to self-evaluate personal skills, knowledge, abilities and willingness to take risks

## Format Guidelines for the Written Entry

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

**Title page.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

ENTREPRENEURSHIP INNOVATION PLAN EVENT  
 Name of DECA chapter  
 Name of high school  
 School address  
 City, State/Province, ZIP/Postal Code  
 Names of participants  
 Date

Title page will *not* be numbered.

**Table of contents.** The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. 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. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included 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 plan
- II. PROPOSED BUSINESS/PRODUCT/SERVICE
  - A. Explanation of business/product/service proposed
  - B. Description of the opportunity that exists (What need does the product/service fulfill? What challenge does the product/service solve?)
  - C. Description of the target market
- III. RATIONALE AND FEASIBILITY
  - A. Trend—What trend is occurring which suggests the proposed business/product/service will be marketable?
  - B. Differentiation—What is the unique selling proposition?
  - C. Potential
    1. What is the potential reach of the proposed business/product/service?
    2. What is the growth potential?
    3. What is the earning potential?
- IV. CONCLUSION  
Specific request of financing and summary of key points
- V. BIBLIOGRAPHY
- VI. 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.

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## 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 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 (FOLIO). 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 5 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 final 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. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (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 8<sup>1</sup>/<sub>2</sub>-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. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

## 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 will present the project to the judge in a 20-minute presentation worth 100 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 15 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 or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 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 the following items during the oral presentation:
  - not more than three (3) standard-sized posters not to exceed 22<sup>1</sup>/<sub>2</sub> inches by 30<sup>1</sup>/<sub>2</sub> inches each. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
  - one (1) standard-sized presentation display board not to exceed 36<sup>1</sup>/<sub>2</sub> inches by 48<sup>1</sup>/<sub>2</sub> inches.
  - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
  - one (1) personal laptop computer.
  - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
  - sound, as long as the volume is kept at a conversational level.

- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish his/her own materials and equipment. No electrical power will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. 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.
- If any of these rules are violated, the adult assistant must be notified by the judge.

## Presentation Judging

Each participant will make a 20-minute presentation to you. You are role-playing a loan officer or venture capitalist. You may refer to the written entry, or to notes, during the presentation.

During the first 15 minutes of the presentation (after introduction), the participant will describe the proposal and make the request for financing. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants. The first four questions must be based on the Presentation Evaluation Form. To ensure fairness, you must ask each participant or group of participants the same three questions:

1. one question on recognizing the business opportunity
2. one question on the trend(s) that influenced the recognition of the opportunity
3. one question on the potential of the business/product/service

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

After asking the three questions, you may ask additional 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 100 points.



Participant(s): \_\_\_\_\_

 Concept Paper and Oral Presentation  
 Evaluation Form

I.D. Number: \_\_\_\_\_

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

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>EXECUTIVE SUMMARY</b>					
1. One-page description of the plan.....	0-1	2-3	4-5	6	_____
<b>PROPOSED BUSINESS/PRODUCT/SERVICE</b>					
2. Explanation of business/product/service proposed .....	0-1-2	3-4-5	6-7-8	9-10	_____
3. Description of the opportunity that exists .....	0-1-2	3-4-5	6-7-8	9-10	_____
4. Description of the target market .....	0-1-2	3-4-5	6-7-8	9-10	_____
<b>RATIONALE AND FEASIBILITY</b>					
5. Description of the trend(s) occurring which suggests that the proposed business/product/service will be marketable.....	0-1-2	3-4-5	6-7-8	9-10	_____
6. Description of the unique selling position.....	0-1-2	3-4-5	6-7-8	9-10	_____
7. Description of the potential reach of the proposed business/product/service.....	0-1	2-3	4-5	6-7	_____
8. Description of the growth potential .....	0-1	2-3	4-5	6-7	_____
9. Description of the earning potential.....	0-1	2-3	4-5	6-7	_____
<b>CONCLUSION</b>					
10. Request for financing and summary of key points .....	0-1	2-3	4-5	6-7	_____
<b>OVERALL IMPRESSIONS</b>					
11. Overall impression of the presentation and of the participant (articulate, knowledgeable) .....	0-1	2-3	4-5-6	7-8	_____
12. Overall impression of the concept paper.....	0-1	2-3	4-5-6	7-8	_____
<b>Total Possible Points: 100</b>					
			<b>Presentation Total Points:</b>		_____
			LESS PENALTY POINTS:		_____
			<b>TOTAL SCORE:</b>		_____

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