



# ENTREPRENEURSHIP GROWING YOUR BUSINESS

## 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 one to three 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 two major parts, both evaluated by the judge, for a maximum 100 points:

- The **written entry** 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 **oral presentation** by the students, limited to 15 minutes including set-up, presentation time and answering questions from the judge, will also account for a maximum 50 points.

Each team will be composed of one to three student participants. **All participants must be documented owners/operators of the business.**

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

Read carefully the Format Guidelines for the Written Entry, Guidelines for the Presentation, Penalty Point Checklist, Prepared Event Statement of Assurances and Evaluation Forms.

Preliminary round competition will consist of an evaluation of the written entry (minus deductions from the Penalty Point 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 entry (minus deductions) and presentation to determine final rankings.

### 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

## LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an entrepreneurship plan to the judge, the students will:

- Develop a marketing/promotional plan
- Apply entrepreneurial principles and techniques
- Demonstrate knowledge/understanding of customer/client needs
- Analyze business opportunities
- Self-evaluate personal interests, skills and abilities
- Understand the basic steps involved in starting a small business
- Interpret financial statements
- Develop a financial plan
- Understand the importance of time management in dealing with the unique demands of business ownership
- Understand factors relating to human resource management
- Demonstrate knowledge of the components of gross and net profit

## CAREER COMPETENCIES

Participants will also develop Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**  
Thinks critically to understand and solve problems.
- **Communication**  
Communicates clearly, effectively, and with reason.
- **Decision Making**  
Considers the impacts of decisions.
- **Collaboration**  
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**  
Demonstrates a creative and innovative mindset.
- **Technology**  
Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

## FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The students/team must prepare a business plan in the form of a written entry. Read carefully and follow the instructions for: Title Page, Format for the Written Entry, Checklist Standards and Penalty Point Checklist.

**PREPARED EVENT STATEMENT OF ASSURANCES.** This 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 which lists the following:

ENTREPRENEURSHIP GROWING YOUR BUSINESS

Name of college/university

School address

City, State/Province, ZIP/Postal Code

Names of participants

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."

### FORMAT FOR WRITTEN ENTRY

The body of the written entry should include:

#### I. EXECUTIVE SUMMARY

A one-to two-page summary of the business model.

#### 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. CONCLUSION

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 Penalty Point Checklist.

#### 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.**



1-3 PARTICIPANTS



15 PAGES  
ALLOWED



PRESENT PROJECT



15 MINUTES  
PRESENTATION TIME

## 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 Penalty Point Checklist.

1. All written entries must be submitted through the online competition submission portal March 11-22, 2027.
2. The Prepared Event Statement of Assurances must be signed and submitted with the entry.
3. The written entry must be limited to 15 pages, including the title page, which is not numbered. The pages must be numbered in sequence, except for the title page, which is not numbered. 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. The title page information has been provided as requested in the guidelines.
5. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.
6. Body copy of the written entry 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.
7. Entry must be typed/word processed.
8. The appendix (if applicable) only includes appropriate content for the appendix.

## GUIDELINES FOR THE PRESENTATION

- Students will have up to **15 minutes** to set up in the presentation area, present their growth plan and answer questions from the judge(s).
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Only the students may handle and set up their materials. No outside assistance will be allowed.
- 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.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- All presentation materials must be prepared by the students with the exception of sample materials related to the business.
- 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, the 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 may bring copies of the written report to the presentation.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.

## WRITTEN ENTRY JUDGING

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.

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

- Evaluate the written entry using the Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
- On the score sheet provided, please mark the appropriate score and verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to score all categories and verify the total score. The maximum score for the written entry is 50 points.

## PRESENTATION JUDGING

- 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.
- Students will be scheduled for presentations at 20-minute intervals.
- Students will have up to **15 minutes** to outline the growth plan and answer questions. Remember, you are role-playing a potential investor.
- You may ask questions of the students to determine their ability to think spontaneously. To ensure fairness, you must ask all students the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current students.
- To ensure fairness, at no time should students be asked where they are from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision on the financing will be made soon and that the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **5 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.

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 lend money to or invest in this person(s) and this proposal?”

## JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.



# ENTREPRENEURSHIP GROWING YOUR BUSINESS

## WRITTEN ENTRY EVALUATION FORM

| EXECUTIVE SUMMARY                             | NOVICE | DEVELOPING | PROFICIENT | EXEMPLARY | JUDGED SCORE |
|-----------------------------------------------|--------|------------|------------|-----------|--------------|
| 1. One-to-two page description of the project | 0-1    | 2          | 3          | 4         |              |

| INTRODUCTION                                                             | NOVICE | DEVELOPING | PROFICIENT | EXEMPLARY | 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                               | NOVICE | DEVELOPING | PROFICIENT | EXEMPLARY | 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 | NOVICE | DEVELOPING | PROFICIENT | EXEMPLARY | JUDGED SCORE |
|------------------------------------------------|--------|------------|------------|-----------|--------------|
| 8. Expansion opportunities                     | 0-1    | 2          | 3          | 4         |              |
| 9. Marketing plan/demographics of market area  | 0-1    | 2          | 3          | 4         |              |

| FINANCING PLAN                                 | NOVICE | DEVELOPING | PROFICIENT | EXEMPLARY | 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               | NOVICE | DEVELOPING | PROFICIENT | EXEMPLARY | JUDGED SCORE |
|---------------------------|--------|------------|------------|-----------|--------------|
| 14. Summary of key points | 0      | 1          | 2          | 3         |              |

| PROFESSIONAL STANDARDS                                                                      | NOVICE | DEVELOPING | PROFICIENT | EXEMPLARY | JUDGED SCORE |
|---------------------------------------------------------------------------------------------|--------|------------|------------|-----------|--------------|
| 15. Displays a professional layout using appropriate business language and correct grammar. | 0      | 1          | 2          | 3         |              |

WRITTEN ENTRY TOTAL POINTS (50)

JUDGE \_\_\_\_\_



# ENTREPRENEURSHIP GROWING YOUR BUSINESS

## PRESENTATION EVALUATION FORM

|                                                                                                                  | NOVICE  | DEVELOPING | PROFICIENT | EXEMPLARY | JUDGED<br>SCORE |
|------------------------------------------------------------------------------------------------------------------|---------|------------|------------|-----------|-----------------|
| 1. Opening remarks                                                                                               | 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. Plan to grow the business                                                                                     | 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<br>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.

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 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.

JUDGE \_\_\_\_\_