



Colorado
Career & Technical
Education

For Real

Colorado ACE Student Leadership Conference Competitive Event

Entrepreneurship

Description: Students create and present a business plan.

Type of Event: Individual or Team

Rules:

1. Presentation cannot be longer than ten minutes.
2. Presentation must be a speech utilizing some type of visual representation. (Visual representation options include, but are not limited to, portfolio, display, website, PowerPoint.)
3. Students will be evaluated on the following:
 - a. Overall Quality
 - i. preparedness
 - ii. confidence
 - iii. use of time
 - iv. logical sequence
 - b. Elements of Business Plan
 - i. Business Description
 1. name
 2. products/services offered
 3. hours of operation
 4. demographics served
 - ii. Facility
 1. space required
 2. utilities required
 - iii. List of all Supplies and Equipment Required
 - iv. Employee Management
 1. number and type of employees required
 2. job titles and tasks attached to those titles
 - v. Budget
 1. expected income and expenditures
 2. how the business will be funded
 - vi. Advertising and Recruitment
 1. description of advertising plan
 2. present sample advertisement
 - c. Organization of Business Plan
 - i. well-developed and logical
 - d. Quality of Visual Representation
 - i. relevance
 - ii. use of visual in presentation
 - iii. overall appearance
 - iv. proper grammar and spelling
 - e. Attitude and Appearance
 - i. positive attitude
 - ii. enthusiasm
 - iii. appropriate dress
 - iv. eye contact with audience
 - v. appropriate/non-distracting gestures/body language

TECHNOLOGY NOTES:

- Presentations must be PC-compatible and brought to the competition on a thumb drive.
- Projector and laptop are available for student use. (Students may bring own laptop to connect to the projector.)

Refer to rubric for details of evaluation criteria.

RUBRIC FOR GRADING PRESENTATIONS

Entrepreneurship

NAME:		SCHOOL:			
	EXCELLENT 8-10 Points	ABOVE AVERAGE 5-7 Points	AVERAGE 2-4 Points	NEEDS IMPROVEMENT 0-1 Points	Points Assigned by Judge
Quality of Presentation	-well-prepared -exhibits confidence -time used constructively -presented in logical sequence	-1 or 2 elements missing or poorly demonstrated	-3 elements missing or poorly demonstrated	-does not demonstrate appropriate quality of work	
Elements of Business Plan	-business description <ul style="list-style-type: none"> • name • products/services offered • hours of operation • demographics served -facility <ul style="list-style-type: none"> • space required • utilities required -comprehensive list of required supplies & equipment -Employee Management <ul style="list-style-type: none"> • number & type of employees required • job titles & tasks attached to those titles -budget <ul style="list-style-type: none"> • expected income and expenditures • how the business will be funded -advertising and Recruitment <ul style="list-style-type: none"> • description of advertising • sample advertisement 	-presentation of each element of business plan missing 1 part or 1 part unclearly presented	-presentation of each element of business plan missing multiple parts or having multiple parts unclearly presented	-does not show proficiency in identifying aspects of business plan	
Organization of Business Plan	- evidence of clear thought and development - ideas presented in clearly logical sequence	- evidence of some development - ideas presented in somewhat logical sequence	- slight evidence of development - ideas presented in somewhat illogical sequence	- plan not developed - ideas not logically presented	
Quality of Visual Representation	- seamless integration into presentation -excellent overall appearance -proper mechanics throughout	- coherently referenced during presentation -above average overall appearance -few errors in mechanics	- visual not referenced during presentation average quality many errors in mechanics	-does not demonstrate appropriate quality of work -does not use in presentation OR -no visual presented	
Attitude Appearance Teamwork (if applicable)	-positive attitude -expresses enthusiasm -dressed for business -addresses audience directly -makes eye contact with audience -appropriate/non-distracting gestures and body language -evidence of equal input/effort from all participants -individual work clearly noted	-demonstrates 5 of 6 required attributes - evidence of nearly equal input/effort from all participants -individual work not clearly delineated	-demonstrates 3 or 4 of 6 required attributes - evidence of unequal participant input/effort -unclear who did what	-does not demonstrate professionalism in attitude or appearance -no evidence of teamwork -unable to determine who did what	
TOTAL POINTS AWARDED					
Judge's Signature:					

Point Equivalents: 50-40 gold, 39-31 silver, 30-21 bronze, 20-1 ribbon