COMMUNITY SERVICE PROJECT

The Community Service Project is a chapter project that provides an opportunity for chapter members to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of marketing and project management skills. All chapter members are encouraged to participate in the project.

The Community Service Project provides an opportunity for chapter members to:
• demonstrate their understanding of the role of community service within their community
• utilize project management skills to plan and conduct a project to benefit a community service or charity
• evaluate the project’s effectiveness in meeting the stated goals
• develop a written report and presentation on the procedures of planning, implementing, coordinating and evaluating the project

The project may begin anytime between the close of the previous chartered association conference and the beginning of the next chartered association conference.

EVENT OVERVIEW

• The project consists of two major parts: the written document and the oral presentation by chapter representatives. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
• This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges.
• The body of the written entry must be limited to 20 numbered pages, including an appendix (if an appendix is attached), but excluding the title page and the table of contents.
• The Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
• The oral presentation may be a maximum 15 minutes in length, including time for the judge’s questions.
• The judge will evaluate the presentation, focusing on how the chapter representatives explain the use of project management skills, the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the presentation.

PROJECT ORIGINALITY

In many Chapter Team Events, chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding chapter teams often take the previous year’s successful project and seek to improve it. If that strategy works in achieving a chapter’s goals and the experience teaches the principles of DECA, then the strategy serves the chapter, the community and DECA well.

Chapters submitting entries for chapter team events, however, should be challenged to do more than update the previous year’s written project. Project committees should avoid even reviewing the previous year’s entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter’s project.

Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for awards.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:
- COMMUNITY SERVICE PROJECT
- Title of the project
- 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. 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).

This outline must be followed. 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- to three-page description of the project

II. INTRODUCTION
   A. Historic background of the selected community service or charity
   B. Description of the local DECA chapter, school and community

III. CONTRIBUTIONS TO A NEEDED COMMUNITY SERVICE OR CHARITY
   A. Purpose of the project
   B. Rationale for selecting the community service or charitable project
   C. Description of the benefits of the project to the chapter and chapter members’ understanding of leadership development, social intelligence and community service

IV. ORGANIZATION AND IMPLEMENTATION
   A. Organizational chart, member involvement and job description
   B. Description of the project and documentation
   C. Impact goal for the beneficiary

V. EVALUATION AND RECOMMENDATIONS
   A. Evaluation of the project
   B. Impact of the community service or charitable project
   C. Recommendation(s) for future projects

VI. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

VII. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.
**PENALTY POINT CHECKLIST**

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

**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 chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)

- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.

- Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.

- If time remains, the judge may ask questions pertaining to the project.

- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.

- 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**

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

If time remains, you may ask 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 chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the interview is 40 points.
## EXECUTIVE SUMMARY

<table>
<thead>
<tr>
<th></th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>1. One- to three-page description of the project</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
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## INTRODUCTION

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<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<td>2. Historic background of the selected community service or charity</td>
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<td>3. Description of the local DECA chapter, school and community</td>
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## CONTRIBUTIONS TO A NEEDED COMMUNITY SERVICE OR CHARITY

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<th>BELOW EXPECTATIONS</th>
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<th>JUDGED SCORE</th>
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<td>4. Purpose of the project</td>
<td>0-1</td>
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<td>5. Rationale for selecting the community service or charitable project</td>
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<td>6. Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service</td>
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## ORGANIZATION AND IMPLEMENTATION

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<tr>
<td>7. Organizational chart, member involvement and job description</td>
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<td>8. Description of the project and documentation</td>
<td>0-1</td>
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<td>9. Impact goal for the beneficiary</td>
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## EVALUATION AND RECOMMENDATIONS

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<th>JUDGED SCORE</th>
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<td>10. Evaluation of the project</td>
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<td>11. Impact of the community service or charitable project</td>
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<td>12. Recommendation(s) for future projects</td>
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## APPEARANCE AND WORD USAGE

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<td>13. Professional layout, neatness, proper grammar, spelling and word usage</td>
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**WRITTEN ENTRY TOTAL POINTS (60)**

JUDGE __________
## PRESENTATION EVALUATION FORM

### PRESENTATION

<table>
<thead>
<tr>
<th>1. Opening presentation; overview and description of the project</th>
<th>LITTLE/NO VALUE</th>
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<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<th>2. Organization, clarity and effectiveness of the presentation</th>
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### TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:

<table>
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<tr>
<th>3. Initiate the project by identifying an issue and creating objectives?</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
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<th>JUDGED SCORE</th>
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<tr>
<th>4. Plan and organize the project?</th>
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<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
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<tr>
<th>5. Execute and implement the project?</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
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<tr>
<th>6. Evaluate and close the project?</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
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<th>JUDGED SCORE</th>
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### GENERAL

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<tr>
<th>7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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### PRESENTATION TOTAL POINTS (40)

<table>
<thead>
<tr>
<th>WRITTEN ENTRY (60)</th>
<th>PRESENTATION (40)</th>
<th>SUBTOTAL (100)</th>
<th>LESS PENALTY POINTS</th>
<th>TOTAL SCORE</th>
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JUDGE __________
The Creative Marketing Project is a chapter project that provides an opportunity for chapter members to develop a better understanding of an analytical and creative approach to the marketing process, actively engages chapter members in the marketing activities of their community, and provides an opportunity for experienced executives to guide and assist in preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management. All chapter members are encouraged to participate.

The project should be a research study in the marketing field, planned, conducted and reported by a DECA chapter, the use of which will measurably improve the marketing activities of an individual company, a group of companies (such as a shopping mall), an organization, a club or the business community. Such a project might concern itself with finding new markets for local products, promoting the community’s resources, increasing the trading area of facilities, increasing sales, increasing employment, providing better shopping facilities, solving problems or challenges affecting the marketing process, etc.

The Creative Marketing Project provides an opportunity for chapter members to:

• demonstrate their understanding of the role of marketing as a force for economic and social good in the community
• utilize project management skills to plan and conduct a research study in the marketing field
• evaluate the project’s effectiveness in improving marketing activities
• develop a written report and presentation on the procedures of planning, implementing, coordinating and evaluating the project

The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference.

**EVENT OVERVIEW**

- The project consists of two major parts: the written document and the oral presentation by chapter representatives. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges.
- The body of the written entry must be limited to 20 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge’s questions.
- The judge will evaluate the presentation, focusing on how the chapter representatives explain the use of project management skills, the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the presentation.

**PROJECT ORIGINALITY**

In many Chapter Team Events, chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding chapter teams often take the previous year’s successful project and seek to improve it. If that strategy works in achieving a chapter’s goals and the experience teaches the principles of DECA, then the strategy serves the chapter, the community and DECA well.

Chapters submitting entries for chapter team events, however, should be challenged to do more than update the previous year’s written project. Project committees should avoid even reviewing the previous year’s entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter’s project.

Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for awards.
WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:
- CREATIVEMARKETINGPROJECT
- Title of the project
- 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. 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).

This outline must be followed. 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- to three-page description of the project

II. INTRODUCTION
   A. Statement of problem
   B. Significance of the problem studied
   C. Background information: description of the business, community situation or whatever is necessary to understand the value of the project

III. PROCEDURES AND RESEARCH METHODS USED
   A. Description of secondary (library) research conducted: books, articles and other sources on market research, local descriptive data, etc.
   B. Description of primary research conducted
   C. Description of involvement of chapter members and businesspeople in the project

IV. FINDINGS AND CONCLUSIONS
   A. Presentation of findings, data to support findings
   B. Presentation of conclusions, rationale to support conclusions

V. RECOMMENDATIONS
   A. Recommendations resulting from the study
   B. Projected outcomes from implementing the recommendations
   C. Plan for implementing the recommendations
   D. Evidence that the project has been presented to the appropriate business and/or government officials who would benefit from the study

VI. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

VII. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.
** Penalty Point Checklist**
In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

**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 chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the project.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- 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**
Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

If time remains, you may ask 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 chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.
### EXECUTIVE SUMMARY

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<thead>
<tr>
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1. One- to three-page description of the project

### INTRODUCTION

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2. Statement of problem
3. Significance of the problem studied
4. Appropriate background information

### PROCEDURES AND RESEARCH METHODS USED

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5. Description of secondary research conducted
6. Description of primary research conducted
7. Description of the involvement of chapter members and businesspeople

### FINDINGS AND CONCLUSIONS

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8. Presentation of findings
9. Presentation of conclusions

### RECOMMENDATIONS

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<thead>
<tr>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
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10. Recommendations resulting from the study
11. Projected outcomes from the implementation
12. Plan for implementing the recommendations
13. Project presented to appropriate officials

### APPEARANCE AND WORD USAGE

<table>
<thead>
<tr>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
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</tr>
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<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

14. Professional layout, neatness, proper grammar, spelling and word usage

**WRITTEN ENTRY TOTAL POINTS (60)**
# PRESENTATION EVALUATION FORM

## PRESENTATION

<table>
<thead>
<tr>
<th></th>
<th>LITTLE/NO VALUE</th>
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<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Opening presentation: overview and description of the project</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>2. Organization, clarity and effectiveness of the presentation</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
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</table>

## TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:

<table>
<thead>
<tr>
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<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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</thead>
<tbody>
<tr>
<td>3. Initiate the project by identifying the problem to be studied?</td>
<td>0-1</td>
<td>2-3</td>
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<tr>
<td>4. Plan and organize the project?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
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<tr>
<td>5. Execute the research study?</td>
<td>0-1</td>
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<td>4</td>
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<td>6. Evaluate and close the project?</td>
<td>0-1</td>
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## GENERAL

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<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
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</table>

## PRESENTATION TOTAL POINTS (40)

<table>
<thead>
<tr>
<th>WRITTEN ENTRY (60)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESENTATION (40)</td>
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<tr>
<td>SUBTOTAL (100)</td>
</tr>
<tr>
<td>LESS PENALTY POINTS</td>
</tr>
<tr>
<td>TOTAL SCORE</td>
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JUDGE _________
ENTREPRENEURSHIP PROMOTION PROJECT

The Entrepreneurship Promotion Project is a chapter project that provides an opportunity for chapter members to develop a better understanding of the knowledge and skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the opportunities available for becoming an entrepreneur. Suggested targeted audiences are educational groups, business groups, etc.

After learning the economic principles associated with entrepreneurship, chapter members will utilize their marketing knowledge and skills to communicate the benefits of entrepreneurship to others. All chapter members are encouraged to participate.

The Entrepreneurship Promotion Project provides an opportunity for chapter members to:
- demonstrate their knowledge and understanding of entrepreneurship
- engage in activity(ies) that clarify and enhance understanding of entrepreneurship
- utilize project management skills to plan and implement a presentation or activity(ies) to educate and promote entrepreneurship to organized groups and/or the general public
- evaluate the activity(ies’) effectiveness in promoting entrepreneurship
- develop a written report and presentation on the procedures of planning, implementing, coordinating and evaluating the project

The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference.

KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.

EVENT OVERVIEW

- The project consists of two major parts: the written document and the oral presentation by chapter representatives. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges.
- The body of the written entry must be limited to 20 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge’s questions.
- The judge will evaluate the presentation, focusing on how the chapter representatives explain the use of project management skills, the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the presentation.

PROJECT ORIGINALITY

In many Chapter Team Events, chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding chapter teams often take the previous year’s successful project and seek to improve it. If that strategy works in achieving a chapter’s goals and the experience teaches the principles of DECA, then the strategy serves the chapter, the community and DECA well.

Chapters submitting entries for chapter team events, however, should be challenged to do more than update the previous year’s written project. Project committees should avoid even reviewing the previous year’s entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter’s project.

Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for awards.
WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:

- ENTREPRENEURSHIP PROMOTION PROJECT
- Title of the project
- 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. 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).

This outline must be followed. 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- to three-page description of the project

II. INTRODUCTION
   A. Description of the local DECA chapter
   B. Description of the school and community

III. MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE
   A. Purpose of the activity(ies)
   B. Planning and organization of activity(ies)
   C. Implementation of activity(ies)

IV. EVALUATION AND RECOMMENDATIONS
   A. Evaluation of campaign
   B. Recommendations for additional new activity(ies) for future campaigns

V. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

VI. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.
**PENALTY POINT CHECKLIST**

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

**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 chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the project.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- 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**

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

If time remains, you may ask 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 chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.
**ENTREPRENEURSHIP PROMOTION PROJECT**

**WRITTEN ENTRY EVALUATION FORM**

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

<table>
<thead>
<tr>
<th>Feature</th>
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<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
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<td><strong>EXECUTIVE SUMMARY</strong></td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
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</tr>
<tr>
<td>1. One- to three-page description of the project</td>
<td></td>
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<tr>
<td><strong>INTRODUCTION</strong></td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
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<tr>
<td>2. Description of the local DECA chapter and the school and community</td>
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<td><strong>MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE</strong></td>
<td>0-1-2</td>
<td>3-4-5</td>
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<td>7-8</td>
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<tr>
<td>3. Purpose of activity(ies)</td>
<td></td>
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<tr>
<td>4. Planning and organization of activity(ies)</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
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<tr>
<td>5. Implementation of activity(ies)</td>
<td>0-1-2</td>
<td>3-4-5</td>
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<td>7-8</td>
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<tr>
<td><strong>EVALUATION AND RECOMMENDATIONS</strong></td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>6. Evaluation of campaign?</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>7. Recommendations for additional new activity(ies) for future campaigns</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
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<td>1</td>
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<td>3</td>
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<td>8. Professional layout, neatness, proper grammar, spelling and word usage</td>
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**WRITTEN ENTRY TOTAL POINTS (60)**

JUDGE ________

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

### PRESENTATION

<table>
<thead>
<tr>
<th>Item</th>
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<tr>
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<td>0-1</td>
<td>2-3</td>
<td>4-6</td>
<td>7-8</td>
<td>9-10</td>
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<tr>
<td>2. Organization, clarity and effectiveness of the presentation</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
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### TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:

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<tbody>
<tr>
<td>3. Initiate the project by identifying the focus of the campaign?</td>
<td>0-1</td>
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<td>4. Plan and organize the project</td>
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<td>2-3</td>
<td>4</td>
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<tr>
<td>5. Execute and implement the campaign?</td>
<td>0-1</td>
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<td>5</td>
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<td>6. Evaluate and close the project</td>
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### GENERAL

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<td>2-3</td>
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### PRESENTATION TOTAL POINTS (40)

- Written Entry (60)
- Presentation (40)
- Subtotal (100)
- Less Penalty Points
- Total Score

JUDGE __________
The Financial Literacy Promotion Project is a chapter project that provides an opportunity for chapter members to demonstrate the knowledge and skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the importance of financial literacy.

After learning the economic principles associated with financial literacy, such as banking, budgeting, and setting and implementing financial goals (short term to retirement), chapter members will utilize their marketing knowledge and skills to communicate the benefits of financial literacy to others. Topics may include spending and saving, credit and debt, employment and income, investing, risk and insurance, and financial decision making. All chapter members are encouraged to participate.

The Financial Literacy Promotion Project provides an opportunity for chapter members to:

• demonstrate their knowledge and understanding of financial literacy
• engage in activity(ies) that clarify and enhance understanding of financial literacy
• utilize project management skills to plan and implement a presentation or activity(ies) to educate and promote financial literacy to organized groups and/or the general public
• evaluate the activity(ies’) effectiveness in promoting financial literacy
• develop a written report and presentation on the procedures of planning, implementing, coordinating and evaluating the project

The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference.

**EVENT OVERVIEW**

• The project consists of two major parts: the written document and the oral presentation by chapter representatives. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.

• This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges.

• The body of the written entry must be limited to 20 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.

• The oral presentation may be a maximum 15 minutes in length, including time for the judge’s questions.

• The judge will evaluate the presentation, focusing on how the chapter representatives explain the use of project management skills, the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the presentation.

**PROJECT ORIGINALITY**

In many Chapter Team Events, chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding chapter teams often take the previous year’s successful project and seek to improve it. If that strategy works in achieving a chapter’s goals and the experience teaches the principles of DECA, then the strategy serves the chapter, the community and DECA well.

Chapters submitting entries for chapter team events, however, should be challenged to do more than update the previous year’s written project. Project committees should avoid even reviewing the previous year’s entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter’s project.

Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for awards.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:
- FINANCIAL LITERACY PROMOTION PROJECT
- Title of the project
- 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. 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).

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I. EXECUTIVE SUMMARY
One- to three-page description of the project

II. INTRODUCTION
A. Description of the local DECA chapter
B. Description of the school and community

III. MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE
A. Purpose of the activity(ies)
B. Planning and organization of activity(ies)
C. Implementation of activity(ies)

IV. EVALUATION AND RECOMMENDATIONS
A. Evaluation of campaign
B. Recommendations for additional new activity(ies) for future campaigns

V. BIBLIOGRAPHY
A bibliography is required. Include a list of the sources of information used in the written document.

VI. APPENDIX
An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.
PENALTY POINT CHECKLIST
In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

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 chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)

• The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.

• Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.

• If time remains, the judge may ask questions pertaining to the project.

• Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.

• 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
Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

If time remains, you may ask 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 chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.
# DECA

## FINANCIAL LITERACY PROMOTION PROJECT

### WRITTEN ENTRY EVALUATION FORM

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

<table>
<thead>
<tr>
<th>EXECUTIVE SUMMARY</th>
<th>LITTLE/NO VALUE</th>
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<th>JUDGED SCORE</th>
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</thead>
<tbody>
<tr>
<td>1. One- to three-page description of the project</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
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<table>
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<tr>
<th>INTRODUCTION</th>
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<th>BELOW EXPECTATIONS</th>
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<tr>
<td>2. Description of the local DECA chapter and the school and community</td>
<td>0-1</td>
<td>2-3</td>
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<td>6-7</td>
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<tr>
<th>MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE</th>
<th>LITTLE/NO VALUE</th>
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</thead>
<tbody>
<tr>
<td>3. Purpose of activity(ies)</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>4. Planning and organization of activity(ies)</td>
<td>0-1-2</td>
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<td>5. Implementation of activity(ies)</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
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<tr>
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<th>JUDGED SCORE</th>
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<tr>
<td>6. Evaluation of campaign</td>
<td>0-1-2</td>
<td>3-4-5</td>
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<td>7-8</td>
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<tr>
<td>7. Recommendations for additional new activity(ies) for future campaigns</td>
<td>0-1-2</td>
<td>3-4-5</td>
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<td>8. Professional layout, neatness, proper grammar, spelling and word usage</td>
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### WRITTEN ENTRY TOTAL POINTS (60)

JUDGE __________
### PRESENTATION EVALUATION FORM

<table>
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<tbody>
<tr>
<td>1. Opening presentation: overview and description of the project</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
</tr>
<tr>
<td>2. Organization, clarity and effectiveness of the presentation</td>
<td>0-1</td>
<td>2-3</td>
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<table>
<thead>
<tr>
<th>TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:</th>
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<tbody>
<tr>
<td>3. Initiate the project by identifying the focus of the campaign?</td>
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<tr>
<td>4. Plan and organize the project?</td>
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<tr>
<td>6. Evaluate and close the project?</td>
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</tr>
</thead>
<tbody>
<tr>
<td>7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all</td>
<td>0-1</td>
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### PRESENTATION TOTAL POINTS (40)

<table>
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<td>PRESENTATION (40)</td>
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<td>SUBTOTAL (100)</td>
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<tr>
<td>LESS PENALTY POINTS</td>
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<tr>
<td>TOTAL SCORE</td>
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</table>

JUDGE __________
The Learn and Earn Project is a chapter project that provides an opportunity for chapter members to develop business and marketing knowledge and skills. Positive earning outcomes in this project are not as critical to its success as the learning outcomes.

The Learn and Earn Project applies entrepreneurial knowledge and skills to a single sales/service activity to be run as a real business venture. The sales/service activity may focus on any subject of interest to the chapter and should involve the majority of the chapter members. School-based enterprise projects may be appropriate, but should be planned around a new marketing program within the enterprise. All chapter members are encouraged to participate.

The Learn and Earn Project provides an opportunity for chapter members to:

• plan, organize and conduct a sales/service project in their local community
• develop a business plan
• utilize project management skills to implement a promotional campaign
• evaluate the planning, implementation and outcome of the project
• develop a written report and presentation on the procedures of planning, implementing, coordinating and evaluating the project

The project may begin at any time after the close of the previous year’s chartered association conference and run to the beginning of the next chartered association conference.

**EVENT OVERVIEW**

- The project consists of two major parts: the written document and the oral presentation by chapter representatives. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges.
- The body of the written entry must be limited to 20 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge’s questions.
- The judge will evaluate the presentation, focusing on how the chapter representatives explain the use of project management skills, the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the presentation.

**PROJECT ORIGINALITY**

In many Chapter Team Events, chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding chapter teams often take the previous year’s successful project and seek to improve it. If that strategy works in achieving a chapter’s goals and the experience teaches the principles of DECA, then the strategy serves the chapter, the community and DECA well.

Chapters submitting entries for chapter team events, however, should be challenged to do more than update the previous year’s written project. Project committees should avoid even reviewing the previous year’s entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter’s project.

Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for awards.

**KNOWLEDGE AND SKILLS DEVELOPED**

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:
- LEARN AND EARN PROJECT
- Title of the project
- 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. 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).

This outline must be followed. 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- to three-page description of the project

II. INTRODUCTION
   The type of project proposed, a brief description of the major product/service involved, sources of information (resource materials, presentations, etc.), a brief description of advisors and their involvement

III. ANALYSIS OF THE BUSINESS SITUATION
   A. Trading area analysis
      General data: geographic, demographic, economic; competitive data: present competitors (listed and briefly described), competitive advantages and disadvantages of the proposed project
   B. Market segment analysis
      Customer buying behavior related to the proposed project

IV. PLANNED OPERATION OF THE PROPOSED PROJECT
   A. Proposed organization
      Start-up steps to form the project; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, production (if applicable) functions; proposed organization chart
   B. Proposed product/service
      Details of product(s)/service(s) to be offered; include potential suppliers, inventory policies, if applicable. If the project is a service project, appropriate information about plans to provide the service, including necessary supplies, etc.
   C. Proposed marketing strategies
      Proposed promotional program, promotional activity(ies), media availability, costs, promotional plan outline
   D. Projected budget
      1. Projected operating budget
      2. Rationale for the projected budget

V. OUTCOMES
   A. General project implementation
      Describe project implementation, unusual or unforeseen challenges or successes and the methods of handling them
   B. Learning outcomes
      Describe what chapter members learned about marketing and management from the project
   C. Earning outcomes
      Document earnings and compare to the projected budget
D. Recommendations for improving the project
   1. Recommendations for future projects
   2. Plans for improving the learning and earning outcomes of the project

VI. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

VII. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.

PENALTY POINT CHECKLIST
   In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

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 chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
   • The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
   • Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
   • If time remains, the judge may ask questions pertaining to the project.
   • Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
   • 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
   Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.
   At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.
   If time remains, you may ask 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 chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.
# EXECUTIVE SUMMARY

<table>
<thead>
<tr>
<th>LITTLE/NO VALUE</th>
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<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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</thead>
<tbody>
<tr>
<td>1. One-to three-page description of the project</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
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<td>9-10</td>
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# INTRODUCTION

2. Type of project, product and/or service description, sources of information | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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# ANALYSIS OF THE BUSINESS SITUATION

3. Trading area analysis | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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4. Market segment analysis | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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# PLANNED OPERATION OF THE PROPOSED PROJECT

5. Proposed organization | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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6. Proposed product/service | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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7. Proposed marketing strategies | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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8. Projected operating budget | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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9. Rationale for the projected budget | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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# OUTCOMES

10. General project implementation | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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11. Learning outcomes | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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12. Earning outcomes | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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# RECOMMENDATIONS FOR IMPROVING THE PROJECT

13. Recommendations for future projects | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
<table>
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</tbody>
</table>

14. Plans for improving the learning and earning outcomes of the project | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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</table>

# APPEARANCE AND WORD USAGE

15. Professional layout, neatness, proper grammar, spelling and word usage | LITTLE/NO VALUE | BELOW EXPECTATIONS | MEETS EXPECTATIONS | EXCEEDS EXPECTATIONS | JUDGED SCORE |
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## WRITTEN ENTRY TOTAL POINTS (60)

JUDGE __________
## PRESENTATION EVALUATION FORM

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<tr>
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</table>

## TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:

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<tr>
<th>MANAGEMENT SKILLS</th>
<th>LITTLE/NO VALUE</th>
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<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Initiate the project by identifying a single sales or service project to be run as a real business venture?</td>
<td>0-1</td>
<td>2-3</td>
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<tr>
<td>4. Plan and organize the project?</td>
<td>0-1</td>
<td>2-3</td>
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<td>5</td>
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</tr>
<tr>
<td>5. Execute and implement the single sales or service activity?</td>
<td>0-1</td>
<td>2-3</td>
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</tr>
<tr>
<td>6. Evaluate and close the project?</td>
<td>0-1</td>
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## GENERAL

<table>
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<tr>
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<th>LITTLE/NO VALUE</th>
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## PRESENTATION TOTAL POINTS (40)

<table>
<thead>
<tr>
<th>WRITTEN ENTRY (60)</th>
<th>PRESENTATION (40)</th>
<th>SUBTOTAL (100)</th>
<th>LESS PENALTY POINTS</th>
<th>TOTAL SCORE</th>
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</thead>
</table>

JUDGE _________
The Public Relations Project is a chapter project that provides an opportunity for the chapter members to demonstrate the knowledge and skills needed in planning, organizing, implementing and evaluating a single public relations campaign conducted by the chapter.

The campaign may focus on any topic or subject of interest to the chapter and should involve the majority of the chapter members. All chapter members are encouraged to participate.

The Public Relations Project provides an opportunity for chapter members to:

- develop and/or identify a theme for a public relations campaign
- utilize project management skills to plan, organize and implement a public relations campaign in their local community
- evaluate the planning, implementation and outcome of the campaign
- develop a written report and presentation on the procedures of planning, implementing, coordinating and evaluating the project

The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference.

**EVENT OVERVIEW**

The project consists of two major parts: the written document and the oral presentation by chapter representatives. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.

- This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges.
- The body of the written entry must be limited to 20 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge’s questions.
- The judge will evaluate the presentation, focusing on how the chapter representatives explain the use of project management skills, the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the presentation.

**PROJECT ORIGINALITY**

In many Chapter Team Events, chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding chapter teams often take the previous year’s successful project and seek to improve it. If that strategy works in achieving a chapter’s goals and the experience teaches the principles of DECA, then the strategy serves the chapter, the community and DECA well.

Chapters submitting entries for chapter team events, however, should be challenged to do more than update the previous year’s written project. Project committees should avoid even reviewing the previous year’s entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter’s project.

Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for awards.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:
- PUBLIC RELATIONS PROJECT
- Title of the project
- 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. 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).

This outline must be followed. 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- to three-page description of the project

II. CAMPAIGN THEME OR FOCUS
   A. Statement and description of the issue to be addressed
   B. Rationale for selecting the issue
   C. Description of the target population (such as community, school, etc.)

III. LOCAL MEDIA OR OTHER PROMOTIONAL POSSIBILITIES
   A. Local print and broadcast media available
   B. Other possible promotional activity(ies)
   C. Media mix and rationale for media and other promotional activity(ies)

IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION
   A. Organizational chart, member involvement and job description
   B. Description of the campaign and documentation
   C. Estimated impact on the target population

V. EVALUATION AND RECOMMENDATIONS
   A. Evaluation of the process
   B. Recommendations for future campaigns

VI. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

VII. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.
PENALTY POINT CHECKLIST
In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

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 chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
• The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
• Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
• If time remains, the judge may ask questions pertaining to the project.
• Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
• 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
Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.
At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.
If time remains, you may ask 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 chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points.
EXECUTIVE SUMMARY

1. One- to three-page description of the project
   - LITTLE/NO VALUE: 0-1-2-3
   - BELOW EXPECTATIONS: 4-5-6
   - MEETS EXPECTATIONS: 7-8
   - EXCEEDS EXPECTATIONS: 9-10

CAMPAIGN THEME OR FOCUS

2. Statement and description of the issue to be addressed
   - LITTLE/NO VALUE: 0-1
   - BELOW EXPECTATIONS: 2-3
   - MEETS EXPECTATIONS: 4
   - EXCEEDS EXPECTATIONS: 5

3. Rationale for selecting the issue
   - LITTLE/NO VALUE: 0-1
   - BELOW EXPECTATIONS: 2-3
   - MEETS EXPECTATIONS: 4
   - EXCEEDS EXPECTATIONS: 5

4. Description of the target population
   - LITTLE/NO VALUE: 0-1
   - BELOW EXPECTATIONS: 2
   - MEETS EXPECTATIONS: 3
   - EXCEEDS EXPECTATIONS: 4

LOCAL MEDIA/PROMOTIONAL POSSIBILITIES

5. Local print and broadcast media available
   - LITTLE/NO VALUE: 0-1
   - BELOW EXPECTATIONS: 2
   - MEETS EXPECTATIONS: 3
   - EXCEEDS EXPECTATIONS: 4

6. Other possible promotional activity(ies)
   - LITTLE/NO VALUE: 0-1
   - BELOW EXPECTATIONS: 2
   - MEETS EXPECTATIONS: 3
   - EXCEEDS EXPECTATIONS: 4

7. Media mix and rationale
   - LITTLE/NO VALUE: 0-1
   - BELOW EXPECTATIONS: 2
   - MEETS EXPECTATIONS: 3
   - EXCEEDS EXPECTATIONS: 4

CAMPAIGN ORGANIZATION AND IMPLEMENTATION

8. Organizational chart/job description
   - LITTLE/NO VALUE: 0-1
   - BELOW EXPECTATIONS: 2
   - MEETS EXPECTATIONS: 3
   - EXCEEDS EXPECTATIONS: 4

9. Description of the campaign and documentation
   - LITTLE/NO VALUE: 0-1
   - BELOW EXPECTATIONS: 2
   - MEETS EXPECTATIONS: 3
   - EXCEEDS EXPECTATIONS: 4

10. Estimated impact on the target population
    - LITTLE/NO VALUE: 0-1
    - BELOW EXPECTATIONS: 2
    - MEETS EXPECTATIONS: 3
    - EXCEEDS EXPECTATIONS: 4

EVALUATION AND RECOMMENDATIONS

11. Evaluation of the process
    - LITTLE/NO VALUE: 0-1
    - BELOW EXPECTATIONS: 2-3
    - MEETS EXPECTATIONS: 4
    - EXCEEDS EXPECTATIONS: 5

12. Recommendations for future campaigns
    - LITTLE/NO VALUE: 0-1
    - BELOW EXPECTATIONS: 2
    - MEETS EXPECTATIONS: 3
    - EXCEEDS EXPECTATIONS: 4

APPEARANCE AND WORD USAGE

13. Professional layout, neatness, proper grammar, spelling and word usage
    - LITTLE/NO VALUE: 0
    - BELOW EXPECTATIONS: 1
    - MEETS EXPECTATIONS: 2
    - EXCEEDS EXPECTATIONS: 3
# PRESENTATION EVALUATION FORM

## PRESENTATION

<table>
<thead>
<tr>
<th>PRESENTATION</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Opening presentation; overview and description of the project</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>2. Organization, clarity and effectiveness of the presentation</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

## TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:

<table>
<thead>
<tr>
<th>TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Initiate the project by identifying the issue to be addressed?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
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<tr>
<td>4. Plan and organize the project?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
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<tr>
<td>5. Execute and implement the campaign?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6. Evaluate and close the project?</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
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</table>

## GENERAL

<table>
<thead>
<tr>
<th>GENERAL</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
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## PRESENTATION TOTAL POINTS (40)

<table>
<thead>
<tr>
<th>WRITTEN ENTRY (60)</th>
<th>PRESENTATION (40)</th>
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<td>SUBTOTAL (100)</td>
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<tr>
<td>LESS PENALTY POINTS</td>
<td></td>
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<tr>
<td>TOTAL SCORE</td>
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</table>

JUDGE __________
INNOVATION PLAN EIP

The Innovation Plan 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 Innovation Plan will:
• prepare a brief concept paper
• present the opportunity that exists in the marketplace and how their innovation will meet the needs of consumers

EVENT OVERVIEW
• This 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 10 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
• The oral presentation may be a maximum of 15 minutes in length, including time for 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 presentation.

KNOWLEDGE AND SKILLS DEVELOPED
Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.
WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:

- INNOVATION PLAN
- 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. 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).

This outline must be followed. 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 summary of the business model

II. PROBLEM
   List the top three problems your product/service is addressing.

III. CUSTOMER SEGMENTS
   Who are the target customers?

IV. UNIQUE VALUE PROPOSITION
   What is the single, clear, compelling message that states why your product/service is different and worth buying?

V. SOLUTION
   What are the top three features of your product/service?

VI. CONCLUSION
   Summary of key points

VII. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

VIII. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.
PENALTY POINT CHECKLIST

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

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 15-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.

• 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.

• If time remains, the judge may ask questions pertaining to the project.

• Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.

• 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

Participants will make a 15-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.

At the beginning of the presentation (after introductions), the participants will describe the proposal and the feasibility of the business venture. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask 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. The maximum score for the presentation is 100 points.
### EXECUTIVE SUMMARY

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<thead>
<tr>
<th></th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
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<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. One-page summary of the business model</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14-15</td>
<td>16-17-18-19-20</td>
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### PROBLEM

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<tbody>
<tr>
<td>2. List of the top three problems the product/service is addressing</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
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### CUSTOMER SEGMENTS

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<tr>
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<th>LITTLE/NO VALUE</th>
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<tbody>
<tr>
<td>3. Description of target customers</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
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### UNIQUE VALUE PROPOSITION

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<tbody>
<tr>
<td>4. Description of the single, clear, compelling message that states why the product/service is different and worth buying</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
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### SOLUTION

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<th>LITTLE/NO VALUE</th>
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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>5. Description of the top three features of the product/service</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
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### CONCLUSION

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<tbody>
<tr>
<td>6. Summary of key points and feasibility of the business venture</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
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### GENERAL

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<tbody>
<tr>
<td>7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
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### PRESENTATION TOTAL POINTS (100)

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<tbody>
<tr>
<td>PRESENTATION TOTAL POINTS (100)</td>
<td></td>
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</thead>
<tbody>
<tr>
<td>LESS PENALTY POINTS</td>
<td></td>
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</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL SCORE</td>
<td></td>
</tr>
</tbody>
</table>

JUDGE _________
The Start-Up Business Plan involves the development of a proposal to form a business. Any type of business may be used.

Participants in the Start-Up Business Plan will:
- prepare a business plan proposal
- present the proposal in a role-playing interview

**KNOWLEDGE AND SKILLS DEVELOPED**

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.
WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:
- START-UP BUSINESS PLAN
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Name of participants
- Date

Title page will not be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. 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).

This outline must be followed. 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 summary of the business model

II. PROBLEM
   List the top three problems your product/service is addressing.

III. CUSTOMER SEGMENTS
   Who are the target customers?

IV. UNIQUE VALUE PROPOSITION
   What is the single, clear, compelling message that states why your product/service is different and worth buying?

V. SOLUTIONS
   What are the top three features of your product/service?

VI. CHANNELS
   What are the pathways to customers?

VII. REVENUE STREAMS
   What is the revenue model and what are the lifetime values? What is the revenue and the gross margin?

VIII. COST STRUCTURE
   What are the customer acquisition costs, distribution costs, human resources costs and other additional costs?

IX. KEY METRICS
   What are the key activities that must be measured?

X. COMPETITIVE ADVANTAGE
   What about your product/service means that it cannot be easily copied or bought?

XI. CONCLUSION
   Specific request for financing, summary of key points supporting the financial request

XII. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

XIII. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.
PENALTY POINT CHECKLIST
In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES
• The major emphasis of the proposal is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
• The participants will present the business plan proposal to the judge in a 15-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 may bring a copy of the business plan proposal or note cards pertaining to the proposal and use as reference during the presentation.
• If time remains, the judge may ask questions pertaining to the proposal.
• Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
• 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
The participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a potential source of capital for the business. You may refer to the written entry, or to notes, during the presentation.
At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants to complete this portion without interruption, unless you are asked to respond.
If time remains, you may ask 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. The maximum score for the evaluation is 100 points.
# BUSINESS PLAN PROPOSAL AND PRESENTATION EVALUATION FORM

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

<table>
<thead>
<tr>
<th>Section</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXECUTIVE SUMMARY</strong></td>
<td></td>
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</tr>
<tr>
<td>1. One-page summary of the business model</td>
<td>0-1-2-3-4-5</td>
<td>6-7-8-9-10</td>
<td>11-12-13-14-15</td>
<td>16-17-18-19-20</td>
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<tr>
<td><strong>PROBLEM</strong></td>
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<td>2. List of the top three problems the product/service is addressing</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
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<tr>
<td><strong>CUSTOMER SEGMENTS</strong></td>
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<tr>
<td>3. Description of target customers</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7</td>
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<tr>
<td><strong>UNIQUE VALUE PROPOSITION</strong></td>
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<tr>
<td>4. Description of the single, clear, compelling message that states why the product/service is different and worth buying</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7</td>
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<tr>
<td><strong>SOLUTIONS</strong></td>
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<tr>
<td>5. Description of the top three features of the product/service</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
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<tr>
<td><strong>CHANNELS</strong></td>
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<tr>
<td>6. Descriptions of the pathways to customers</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7</td>
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<tr>
<td><strong>REVENUE STREAMS</strong></td>
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<tr>
<td>7. Description of the revenue model and life time values; explanation of the revenue and gross margin</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
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<tr>
<td><strong>COST STRUCTURE</strong></td>
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<td>3-4-5</td>
<td>6-7-8</td>
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<tr>
<td><strong>KEY METRICS</strong></td>
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<tr>
<td>9. Explanation of the key activities that must be measured</td>
<td>0-1-2</td>
<td>3-4-5</td>
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<tr>
<td><strong>COMPETITIVE ADVANTAGE</strong></td>
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<tr>
<td>10. Explanation of why the product/service cannot be easily copied or bought</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
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<tr>
<td><strong>CONCLUSION</strong></td>
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<tr>
<td>11. Specific request for financing, summary of key points supporting the financial request</td>
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<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

## TOTAL POINTS (100)

LESS PENALTY POINTS

TOTAL SCORE

JUDGE ________
INDEPENDENT BUSINESS PLAN

The Independent Business Plan involves the development of a comprehensive proposal to start a new business. Any type of business may be used.

Participants in the Independent Business Plan will:

• prepare a written proposal for a new business
• request financing for the proposal in a role-playing interview with a bank or venture capital official

Knowledge and Skills Developed

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.

Event Overview

• This event consists of two major parts: the written document and the oral presentation. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.

• Each event entry will be composed of one to three members of a DECA chapter. All participants must present the project to the judge. All participants present must respond to questions.

• The body of the written entry must be limited to 20 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.

• The oral presentation may be a maximum 15 minutes in length, including time 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 participants respond to questions that the judge may ask during the presentation.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:

INDEPENDENT BUSINESS PLAN
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. 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).

This outline must be followed. 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- to three-page description of the project

II. PROBLEM
List the top three problems your product/service is addressing,

III. CUSTOMER SEGMENTS
Who are the target customers?

IV. UNIQUE VALUE PROPOSITION
What is the single, clear, compelling message that states why your product/service is different and worth buying?

V. SOLUTION
What are the top three features of your product/service?

VI. CHANNELS
What are the pathways to customers?

VII. REVENUE STREAMS
What is the revenue model and what are the lifetime values?

VIII. COST STRUCTURE
What are the customer acquisition costs, distribution costs, human resources costs and other additional costs?

IX. DETAILED FINANCIALS
A. Projected income and expenses (The following items are recommended for inclusion. You may select the appropriate items for your business.)
   1. Projected income statements by month for the first year’s operation (sales, expenses, profit loss)
   2. Projected cash flow by month for the first year’s operation
   3. Projected balance sheet, end of first year
   4. Projected three-year plan
   5. A brief narrative description of the planned growth of the proposed business, including financial resources and needs

B. Proposed plan to meet capital needs (The following are recommended for inclusion. You may select the appropriate items for your business)
   1. Personal and internal sources
   2. Earnings, short-term and long-term borrowing, long-term equity
   3. External sources
   4. Repayment plans
   5. Plan to repay borrowed funds or provide return on investment to equity funds
X. KEY METRICS
What are the key activities that must be measured?

XI. COMPETITIVE ADVANTAGE
What about your product/service means that it cannot be easily copied or bought?

XII. CONCLUSION
Specific request for financing, summary of key points supporting the financial request

XIII. BIBLIOGRAPHY
A bibliography is required. Include a list of the sources of information used in the written document.

XIV. APPENDIX
An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.
PENALTY POINT CHECKLIST
In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

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, assuming the role of entrepreneurs, will have prepared a detailed comprehensive proposal to start a new business. The role of the judge is that of a potential source of capital for the business who evaluates as if actually going to approve (or disapprove) the request for financing.
- The participants will present the business plan proposal to the judge in a 15-minute presentation worth 40 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.
- 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.
- If time remains, the judge may ask questions pertaining to the proposal.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- 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
Participants will make a 15-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.

At the beginning of the presentation (after introduction), the participants 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.

If time remains, you may ask 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. The maximum score for the presentation is 40 points.
WRITTEN ENTRY EVALUATION FORM

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

<table>
<thead>
<tr>
<th>EXECUTIVE SUMMARY</th>
<th>LITTLE/ NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. One- to three-page description of the business model</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
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<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>LITTLE/ NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>2. List of the top three problems the product/service is addressing</td>
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<td>2-3</td>
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<table>
<thead>
<tr>
<th>CUSTOMER SEGMENTS</th>
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<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>3. Description of target customers</td>
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<thead>
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<th>LITTLE/ NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tr>
<td>4. Description of the single, clear, compelling message that states why the product/service is different and worth buying</td>
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<th>LITTLE/ NO VALUE</th>
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<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>5. Description of the top three features of the product/service</td>
<td>0-1</td>
<td>2-3</td>
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<table>
<thead>
<tr>
<th>CHANNELS</th>
<th>LITTLE/ NO VALUE</th>
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<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>6. Descriptions of the pathways to customers</td>
<td>0-1</td>
<td>2-3</td>
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<thead>
<tr>
<th>REVENUE STREAM</th>
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<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>7. Description of the revenue model and life time values</td>
<td>0-1</td>
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<thead>
<tr>
<th>COST STRUCTURE</th>
<th>LITTLE/ NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>8. Explanation of the customer acquisition costs, distribution costs, human resources costs and any additional costs</td>
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<th>DETAILED FINANCIALS</th>
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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>9. Projected income and expenses and proposed plan to meet capital needs</td>
<td>0-1</td>
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<th>LITTLE/ NO VALUE</th>
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<tbody>
<tr>
<td>10. Explanation of the key activities that must be measured</td>
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<th>COMPETITIVE ADVANTAGE</th>
<th>LITTLE/ NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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</thead>
<tbody>
<tr>
<td>11. Explanation of why the product/service cannot be easily copied or bought</td>
<td>0-1</td>
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<table>
<thead>
<tr>
<th>CONCLUSION</th>
<th>LITTLE/ NO VALUE</th>
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<td>12. Specific request for financing, summary of key points supporting the financial request</td>
<td>0-1</td>
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WRITTEN ENTRY TOTAL POINTS (60)
# PRESENTATION EVALUATION FORM

## PRESENTATION

<table>
<thead>
<tr>
<th>1. Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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</table>

## TO WHAT EXTENT DID THE PARTICIPANTS:

<table>
<thead>
<tr>
<th>2. Assess opportunities for venture creation</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<thead>
<tr>
<th>3. Determine feasibility of venture ideas</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
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<table>
<thead>
<tr>
<th>4. Assess start-up requirements</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
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<table>
<thead>
<tr>
<th>5. Evaluate risk-taking opportunities</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<table>
<thead>
<tr>
<th>6. Explain the complexity of business operations</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<thead>
<tr>
<th>7. Determine relationships among total revenue, marginal revenue, output and profit</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tr>
<th>8. Describe marketing functions and related activities</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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## PRESENTATION TOTAL POINTS (40)

### WRITTEN ENTRY (60)

### PRESENTATION (40)

### SUBTOTAL (100)

LESS PENALTY POINTS

### TOTAL SCORE
DECA
INTERNATIONAL BUSINESS PLAN

INTERNATIONAL BUSINESS PLAN IBP

The International Business Plan involves the development of a proposal to start a new business venture in an international setting. It may be a new business or a new product or service of an existing business. Any type of business may be used.

Participants in the International Business Plan will:
• apply entrepreneurship knowledge and skills in an international setting
• prepare a written proposal for a new business venture
• present the proposal in a role-playing interview

KNOWLEDGE AND SKILLS DEVELOPED
Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.

EVENT OVERVIEW
This event consists of two major parts: the written document and the oral presentation. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.

Each event entry will be composed of one to three members of the DECA chapter. All participants must present the project to the judge. All participants must respond to questions.

The body of the written entry must be limited to 20 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.

The oral presentation may be a maximum 15 minutes in length, including time for judge’s questions.

The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:
INTERNATIONAL BUSINESS PLAN
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. 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).

This outline must be followed. 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- to three-page summary of the business model

II. ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION
A. Economic, political and legal analysis of the trading country
   1. Describe the trading country’s economic system, economic information important to your proposed business/product/service, the level of foreign investment in that country
   2. Describe the trading country’s governmental structure and stability, how the government controls trade and private business
   3. Describe laws and/or governmental agencies that affect your business/product/service [i.e., labor laws, trade laws (U.S.A. and/or Canada and foreign)]
B. Trade area and cultural analysis
   1. Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages of the proposed product and/or service
   2. Analysis of the potential location—importance and requirements of each trade document required by the U.S.A. and/or Canada and the country of choice

III. PROBLEM
List the top three problems your product/service is addressing.

IV. CUSTOMER SEGMENTS
Who are the target customers? Describe the target market (age, income level, population estimate, other specific demographic and economic information), customer buying behavior related to the proposed product and/or service

V. UNIQUE VALUE PROPOSITION
What is the single, clear, compelling message that states why your product/service is different and worth buying?

VI. SOLUTION
What are the top three features of your product/service?

VII. CHANNELS
What are the pathways to customers?

VIII. REVENUE STREAMS
What is the revenue model and what are the lifetime values?

IX. COST STRUCTURE
What are the customer acquisition costs, distribution costs, human resources costs, and other additional costs?
X. DETAILED FINANCIALS
A. Projected income and expenses (The following items are recommended for inclusion. You may select the appropriate items for your business.)
   1. Projected income statements by month for the first year’s operation (sales, expenses, profit/loss)
   2. Projected cash flow for the first year
   3. Projected cash flow by month for the first year’s operation
   4. Projected balance sheet, end of first year
   5. Projected three-year plan
   6. A brief narrative description of the planned growth of the proposed business, including financial resources and needs
B. Proposed plan to meet capital needs (The following are recommended items for inclusion. You may select the appropriate items for your business.)
   1. Personal and internal sources
   2. Earnings, short-term and long-term borrowing, long-term equity
   3. External sources
   4. Repayment plans
   5. Plan to repay borrowed funds or provide return on investment to equity funds

XI. KEY METRICS
What are the key activities that must be measured?

XII. COMPETITIVE ADVANTAGE
What about your product/service means that it cannot be easily copied or bought?

XIII. CONCLUSION
Specific request for financing, summary of key points supporting the financial request

XIV. BIBLIOGRAPHY
A bibliography is required. Include a list of the sources of information used in the written document.

XV. APPENDIX
An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.
PENALTY POINT CHECKLIST
In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

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 have been asked to prepare a proposal for a new business venture in an international setting.
• Playing the role of a business executive, the judge will evaluate the written document and then interview the participants, as if he/she were actually going to approve (or disapprove) the proposal.
• The participants will present the plan to the judge in a 15-minute presentation worth 40 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.
• 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.
• If time remains, the judge may ask questions pertaining to the project.
• Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
• 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
Participants will make a 15-minute presentation to you. You are role-playing a business executive. You may refer to the written entry, or to notes, during the presentation.
At the beginning of the presentation (after introductions), the participants will describe the proposal and make the request for approval. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.
If time remains, you may ask 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. The maximum score for the presentation is 40 points.
# DECA INTERNATIONAL BUSINESS PLAN

**INTERNATIONAL BUSINESS PLAN IBP**

## WRITTEN ENTRY EVALUATION FORM

Please refer to the [Written Entry Guidelines](#) for a more detailed explanation of these items.

### EXECUTIVE SUMMARY

<table>
<thead>
<tr>
<th></th>
<th>LITTLE/ NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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</thead>
<tbody>
<tr>
<td>1. One-to three-page description of the project</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
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### ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION

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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>2. Description of economic, political and legal analysis; trade area and cultural analysis</td>
<td>0-1</td>
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### PROBLEM

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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>3. Description of the top three problems the product/service is addressing</td>
<td>0-1</td>
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### CUSTOMER SEGMENTS

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<tr>
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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>4. Description of target customers</td>
<td>0-1</td>
<td>2</td>
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### UNIQUE VALUE PROPOSITION

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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>5. Description of the single, clear, compelling message that states why the product/service is different and worth buying</td>
<td>0-1</td>
<td>2</td>
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### SOLUTION

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<tr>
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<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>6. Description of the top three features of the product/service</td>
<td>0-1</td>
<td>2</td>
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### CHANNELS

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<tr>
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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>7. Descriptions of the pathways to customers</td>
<td>0-1</td>
<td>2</td>
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### REVENUE STREAM

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<tr>
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<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>8. Description of the revenue model and lifetime values</td>
<td>0-1</td>
<td>2</td>
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### COST STRUCTURE

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<tr>
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<tbody>
<tr>
<td>9. Explanation of the customer acquisition costs, distribution costs, human resources costs and any additional costs</td>
<td>0-1</td>
<td>2-3</td>
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### DETAILED FINANCIALS

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<tr>
<td>10. Projected income and expenses and proposed plan to meet capital needs</td>
<td>0-1</td>
<td>2-3</td>
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### KEY METRICS

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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>11. Explanation of the key activities that must be measured</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
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### COMPETITIVE ADVANTAGE

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<tr>
<td>12. Explanation of why the product/service cannot be easily copied or bought</td>
<td>0-1</td>
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### CONCLUSION

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<tbody>
<tr>
<td>13. Specific request for financing, summary of key points supporting the financial request</td>
<td>0-1</td>
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## WRITTEN ENTRY TOTAL POINTS (60)

JUDGE __________
**INTERNATIONAL BUSINESS PLAN**

**INTERNATIONAL BUSINESS PLAN IBP**

**PRESENTATION EVALUATION FORM**

<table>
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<tr>
<th>PRESENTATION</th>
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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>1. Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation</td>
<td>0-1</td>
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<tr>
<th>TO WHAT EXTENT DID THE PARTICIPANTS:</th>
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<tr>
<td>2. Assess opportunities for venture creation</td>
<td>0-1</td>
<td>2-3</td>
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<tr>
<td>3. Determine feasibility of venture ideas</td>
<td>0-1</td>
<td>2-3</td>
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<td>5</td>
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<tr>
<td>4. Describe market-entry strategies for conducting business internationally</td>
<td>0-1</td>
<td>2-3</td>
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<td>5</td>
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<tr>
<td>5. Evaluate risk-taking opportunities</td>
<td>0-1</td>
<td>2-3</td>
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<tr>
<td>6. Explain the complexity of business operations</td>
<td>0-1</td>
<td>2-3</td>
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<tr>
<td>7. Determine relationships among total revenue, marginal revenue, output and profit</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
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<td></td>
</tr>
<tr>
<td>8. Describe marketing functions and related activities</td>
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**PRESENTATION TOTAL POINTS (40)**

**WRITTEN ENTRY (60)**

**PRESENTATION (40)**

**SUBTOTAL (100)**

**LESS PENALTY POINTS**

**TOTAL SCORE**

JUDGE __________
The Business Growth Plan involves strategy development needed to grow an existing business owned by a current DECA member. 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.

Participants in the Business Growth Plan will:
- analyze their current business operations
- prepare a written proposal identifying opportunities to grow and expand the business
- present the proposal in a role-playing interview

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

Examples of insufficient documentation of ownership include items that are less official such as:
- webpages
- business cards
- promotional materials

Knowledge and Skills Developed
Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.

Entrepreneurship

Event Overview
- This event consists of two major parts: the written document and the oral presentation. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- Each event entry will be composed of one to three members of the DECA chapter. All participants must present the project to the judge. All participants present must respond to questions. All participants must be documented owners/operators of the business.
- The body of the written entry must be limited to 20 numbered pages, including the appendix (if an appendix is attached), but excluding the proof of ownership documentation, title page and the table of contents.
- The Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum 15 minutes in length, including time for judge’s questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.
WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:

   BUSINESS GROWTH PLAN
   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. 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).

This outline must be followed. 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- to three-page description of the 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. CONCLUSION

VII. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

VIII. APPENDIX
   An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. 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.

PROOF OF OWNERSHIP DOCUMENT (REQUIRED)
   Documentation to verify student ownership/operation. Pages in this section do not count towards the 30 numbered pages. Do not number these pages. All participants must be documented owners/ operators of the business.
**PENALTY POINT CHECKLIST**
In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

**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 15-minute presentation worth 40 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.
- 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.
- If time remains, the judge may ask questions pertaining to the proposal.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- 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**
Participants will make a 15-minute presentation to you. You may refer to the written entry, or to notes, during the presentation.

At the beginning 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.

If time remains, you may ask 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. The maximum score for the presentation is 40 points.
# Written Entry Evaluation Form

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

## Executive Summary

<table>
<thead>
<tr>
<th></th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. One- to three-page description of the project</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
</tbody>
</table>

## Introduction

<table>
<thead>
<tr>
<th></th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Type of business owned and operated and description of the current business operations</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>3. Description of the products and/or services offered</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4. Unique characteristics of the business</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

## SWOT Analysis

<table>
<thead>
<tr>
<th></th>
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<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Strengths of the business</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>6. Weaknesses of the business</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>7. Opportunities available for the business</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>8. Threats to the business</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

## Five Year Plan to Grow & Expand the Business

<table>
<thead>
<tr>
<th></th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. Expansion opportunities</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>10. Marketing plan</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>11. Demographics of market area</td>
<td>0</td>
<td>1</td>
<td>2</td>
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## Financing Plan

<table>
<thead>
<tr>
<th></th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
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</thead>
<tbody>
<tr>
<td>12. Current financial situation</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>13. Capital needed for expansion opportunities</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>14. Fixed overhead and cost of operations</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>15. Time to achieve profitability</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</tbody>
</table>

## Conclusion

<table>
<thead>
<tr>
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<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
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</thead>
<tbody>
<tr>
<td>16. Summary of key points</td>
<td>0</td>
<td>1</td>
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## Appearance and Word Usage

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<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>17. Professional layout, neatness, proper grammar, spelling and word usage</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</tr>
</tbody>
</table>

## Written Entry Total Points (60)

JUDGE _________
## PRESENTATION EVALUATION FORM

### PRESENTATION

<table>
<thead>
<tr>
<th>1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### TO WHAT EXTENT DID THE PARTICIPANTS:

<table>
<thead>
<tr>
<th>2. Create processes for ongoing opportunity recognition</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Develop plan to invest resources into improving current products or creating new ones</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
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</table>

<table>
<thead>
<tr>
<th>4. Assess risks associated with the venture</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. Determine relationships among total revenue, marginal revenue, output and profit</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1-2</td>
<td>3-4</td>
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<td>7-8</td>
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### PRESENTATION TOTAL POINTS (40)

<table>
<thead>
<tr>
<th>WRITTEN ENTRY (60)</th>
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<table>
<thead>
<tr>
<th>PRESENTATION (40)</th>
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</table>

<table>
<thead>
<tr>
<th>SUBTOTAL (100)</th>
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</table>

<table>
<thead>
<tr>
<th>LESS PENALTY POINTS</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>TOTAL SCORE</th>
</tr>
</thead>
</table>

**JUDGE: __________**
FRANCHISE BUSINESS PLAN

The Franchise Business Plan involves the development of a comprehensive business plan proposal to buy into an existing franchise.

Participants in the Franchise Business Plan will:
- prepare a written proposal for becoming a franchisee
- present the proposal in a role-playing interview

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.

EVENT OVERVIEW

- This event consists of two major parts: the written document and the oral presentation. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- Each event entry will be composed of one to three members of the DECA chapter. All participants must present the project to the judge. All participants must respond to questions.
- The body of the written entry must be limited to 20 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of 15 minutes in length, including time for judge’s questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the presentation.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:
- FRANCHISE BUSINESS PLAN
- 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. 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).

This outline must be followed. 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- to three-page summary of the business model

II. BUSINESS HISTORY, BACKGROUND, AND OBJECTIVES
   A. Describe the company you wish to purchase franchise rights for
   B. List your short-term (next 12 months) and long term objectives
   C. Describe the company’s major successes and achievements to date
   D. Describe the company’s challenges and obstacles
   E. Describe any changes in structure, management, ownership, etc. that have taken place in the past year

III. BUSINESS ENVIRONMENT
   Describe how environmental factors such as the local, national, or international economy, changes in population, interest rates, changes in levels of employment, etc. may affect your business

IV. PRODUCTS AND/OR SERVICES
   A. List and describe the products and/or services offered
   B. Describe any planned changes or additions to the present line of products/services within the next year

V. PRESENT MARKET
   A. Describe the present market (geographic location of your potential customers, types of customers)
   B. Describe the growth potential in your market
   C. Describe the current pricing policy
   D. If the business is seasonal, explain how the company adjusts to seasonal factors

VI. COMPETITION
   A. List the company’s primary competitors in your market. Identify their strengths and weaknesses
   B. List the advantages the company has compared to its primary competitors
   C. List the disadvantages the company has compared to its primary competitors

VII. MARKETING PLAN
   A. Describe the customers and geographic territory to be targeted for marketing efforts to generate revenue
   B. Describe the company’s existing marketing techniques, strategies, and tools
   C. Describe the marketing techniques, strategies, and tools you will use in the future to promote the business
VIII. MANAGEMENT AND ORGANIZATION
A. Describe your management team and its strengths and weaknesses
B. Describe your plan to further develop your management team
C. Describe your management succession plan—who will take over in the event of the incapacity or continued absence of any owner or key employee?
D. Describe the need for, and how you will obtain, additional management personnel based on present and projected sales

IX. BUSINESS RESOURCES
A. List the major operating equipment that you will purchase or lease
B. List major suppliers, location, and payment terms
C. Identify other outside resources used or needed to fulfill customer requirements
D. Describe quality control procedures
E. Describe the availability of skilled labor to meet your company needs
F. Describe the type and extent of necessary training that will be required to upgrade the skills of labor and administrative employees and the estimated cost
G. Projected number of full-time and part-time employees
H. Organizational chart

X. FINANCIAL PLAN AND DATA
A. Describe the company’s sales and profit trends
B. Outline your strategy and timing for obtaining capital
C. Two-year projected operating statement
D. One-year projected cash flow statement

XI. CONCLUSION
Specific request for financing, summary of key points supporting the financial request

XII. BIBLIOGRAPHY
A bibliography is required. Include a list of the sources of information used in the written document.

XIII. APPENDIX
An appendix is optional. Include in the 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.
PENALTY POINT CHECKLIST
In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

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 15-minute presentation worth 40 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.

• 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.

• If time remains, the judge may ask questions pertaining to the proposal.

• Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.

• 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
Participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a potential source of capital for the business. You may refer to the written entry, or to notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask 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. The maximum score for the evaluation is 40 points.
## FRANCHISE BUSINESS PLAN

### WRITTEN ENTRY EVALUATION FORM

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

<table>
<thead>
<tr>
<th>Section</th>
<th>LITTLE/ NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXECUTIVE SUMMARY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. One- to three-page description of the business model</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td><strong>BUSINESS HISTORY, BACKGROUND, AND OBJECTIVES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Description of the company, objectives, company successes and challenges and changes in structure</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>BUSINESS ENVIRONMENT</strong></td>
<td></td>
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</tr>
<tr>
<td>3. Description of how environmental factors may affect the business</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>PRODUCTS AND/OR SERVICES</strong></td>
<td></td>
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</tr>
<tr>
<td>4. List of and descriptions of the products and/or services offered and plans for changes or additions</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>PRESENT MARKET</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>5. Description of the present market, growth potential and pricing policy</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>COMPETITION</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>6. List of the company’s primary competitors in the market and identification of their strengths and weaknesses</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>MARKETING PLAN</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Description of targeted customers. Description of existing and future marketing techniques</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>MANAGEMENT AND ORGANIZATION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Description of the management team, management team development plan, succession plan, and the need for additional personnel</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>BUSINESS RESOURCES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Identified major operating equipment, major suppliers, payment terms, outside resources, quality control procedures, availability of skilled labor, training needs, number of full-time and part-time employees, and developed an organizational chart</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td><strong>FINANCIAL PLAN AND DATA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. • Description of the company’s sales and profit trends</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>• Outline of strategy and timing for obtaining capital</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>• Two-year projected operating statement</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>• One-year projected cash flow statement</td>
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</tr>
<tr>
<td><strong>CONCLUSION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Specific request for financing, summary of key points supporting the financial request</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
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### WRITTEN ENTRY TOTAL POINTS (60)

JUDGE __________
# PRESENTATION EVALUATION FORM

## PRESENTATION

<table>
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<tr>
<th>Item</th>
<th>LITTLE/ NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
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</tr>
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## TO WHAT EXTENT DID THE PARTICIPANTS:

<table>
<thead>
<tr>
<th>Item</th>
<th>LITTLE/ NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Assess opportunities for venture creation</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>3. Determine feasibility of venture ideas</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>4. Assess start-up requirements</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>5. Evaluate risk-taking opportunities</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6. Explain the complexity of business operations</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>7. Determine relationships among total revenue, marginal revenue, output and profit</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>8. Describe marketing functions and related activities</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

## PRESENTATION TOTAL POINTS (40)

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRITTEN ENTRY</td>
<td>(60)</td>
</tr>
<tr>
<td>PRESENTATION</td>
<td>(40)</td>
</tr>
<tr>
<td>SUBTOTAL (100)</td>
<td></td>
</tr>
<tr>
<td>LESS PENALTY POINTS</td>
<td></td>
</tr>
<tr>
<td>TOTAL SCORE</td>
<td></td>
</tr>
</tbody>
</table>

JUDGE: __________
INTEGRATED MARKETING CAMPAIGN EVENTS

INTEGRATED MARKETING CAMPAIGN—EVENT IMCE
INTEGRATED MARKETING CAMPAIGN—PRODUCT IMCP
INTEGRATED MARKETING CAMPAIGN—SERVICE IMCS

The Integrated Marketing Campaign Events provide an opportunity for the participants to demonstrate promotional knowledge and skills needed by marketing personnel.

Participants in the Integrated Marketing Campaign Events will:
- develop an integrated marketing campaign of no more than 45 days in length for a real event, product, or service
- present the campaign in a role-play situation to a prospective client/advertiser

The guidelines for each of the Integrated Marketing Campaign Events are consolidated to facilitate coordination of participant activities in each of the campaign categories. This means the guidelines will be exactly the same for each campaign category. However, each campaign category will be treated separately as a competitive event.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the category of campaign.

Integrated Marketing Campaign—Event includes a campaign that is related to any sports and entertainment event and/or company event. Examples include concerts, festivals, fairs, tournaments, pet adoption day, charity events, etc.

Integrated Marketing Campaign—Product includes a campaign that is related to any hard/soft line retail products including e-commerce. Examples include apparel and accessories, retail products, etc.

Integrated Marketing Campaign—Service includes a campaign that is related to any service or intangible product. Examples may include pet services, golf lessons, health care services, salons, restaurants, amusement parks, etc.

EVENT OVERVIEW

- This event consists of the written document, the cluster exam and the oral presentation. The maximum score for the written entry and presentation evaluation is 100 points. The combined written entry and presentation score will be weighted twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Each event entry will be composed of one to three members of the DECA chapter. All participants must present the campaign to the judge. All participants must respond to questions.
- Each participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators. In the case of team entries, the scores of each participant will be averaged to produce a single team score.
- The body of the written entry must be limited to 10 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of 15 minutes in length, including time for judge's questions.
- The judge will evaluate the presentation focusing on the effectiveness of public speaking and presentation skills, how well the participants respond to questions that the judge may ask during the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.
WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:
- NAME OF THE EVENT (one of the following):
  - INTEGRATED MARKETING CAMPAIGN--EVENT
  - INTEGRATED MARKETING CAMPAIGN--PRODUCT
  - INTEGRATED MARKETING CAMPAIGN--SERVICE
- 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. 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).

This outline must be followed. 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 campaign which should be no more than 45 days in length

II. DESCRIPTION OF THE EVENT, PRODUCT OR SERVICE

III. CAMPAIGN OBJECTIVES

IV. CAMPAIGN TARGET MARKET

V. CAMPAIGN ACTIVITIES AND SCHEDULE
   Include creative samples of marketing pieces suggested

VI. BUDGET
   Detailed projections of actual cost

VII. KEY METRICS

VIII. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

IX. 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.
**PENALTY POINT CHECKLIST**

In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

**PRESENTATION GUIDELINES**

- 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 to the judge in a 15-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.

- 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.

- If time remains, the judge may ask questions pertaining to the campaign.

- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.

- 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**

Participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a client who will assess the participants’ campaign proposals. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the proposal. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask 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. The maximum score for the evaluation is 100 points.
## WRITTEN ENTRY AND PRESENTATION EVALUATION FORM

<table>
<thead>
<tr>
<th></th>
<th>LITTLE/ NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Executive Summary: One-page description provides a clear overview of the campaign</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>2. The description of the event, product or service, and business is clearly defined</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>3. Objectives are defined and referenced throughout the campaign</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>4. The target market is clearly analyzed</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>5. The campaign activities are realistic, show evidence of marketing knowledge, and are research based</td>
<td>0-1-2-3</td>
<td>4-5-6-7</td>
<td>8-9-10</td>
<td>11-12</td>
<td></td>
</tr>
<tr>
<td>6. Unifying theme is evident in all campaign activities</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>7. Provides high-quality appropriate and creative samples of key marketing pieces suggested</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>8. Campaign schedule is cohesive and plan is no more than 45 days long</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>9. The budget is realistic for the campaign and all costs that would be incurred have been considered</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>10. Key metrics are well thought out and appropriate for the campaign</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>11. The campaign shows evidence of creativity and originality</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>12. The written entry is well-organized, professional, and presented in a logical manner</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>13. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL POINTS (100)**

**LESS PENALTY POINTS**

**TOTAL SCORE**

JUDGE __________
The Professional Selling and Consulting Events provide an opportunity for participants to demonstrate skills needed for a career in sales and/or consulting. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.

The guidelines for each of the Professional Selling and Consulting Events have been consolidated to facilitate coordination of participant activities in each of the career categories. This means the evaluation form will be the same for each career category. However, each career category will deliver a sales presentation or consultation for a different product or customer described below in the “Products/Services and Target Customer Descriptions” section.

2019 PRODUCTS/SERVICES AND TARGET CUSTOMER DESCRIPTIONS

New products, services, and target market customers (prospects) will be identified annually. The participant will research an actual company he/she represents and real product(s)/service(s) to be presented. The participant will also research the target customer that the product/service will be presented to. Then the participant will present the product(s)/service(s) using the steps in the selling/consulting process to meet the needs of the customer (prospect).

Financial Consulting: For 2018-2019 you will assume the role of a financial consultant. A young professional has come to you for advice on setting a monthly budget including recommendations on a savings plan. The young professional’s annual salary is $40,000. The young professional has student loans, wants to live a millennial lifestyle and save for the future. The young professional would like you to make recommendations for a monthly budget.

Hospitality and Tourism Professional Selling: For 2018-2019 you will assume the role of a sales manager for a convention and visitors bureau of a major city. A potential client is interested in holding its annual conference for 4,000 attendees in your city and is meeting with you to hear about your city’s meeting package. At a minimum, you should discuss convention facilities, hotel package, potential attractions and transportation.

Professional Selling: For 2018-2019 you will assume the role of a sales representative of a security services firm. A general manager of a retail store has scheduled a meeting with you because he/she is seeking a firm to provide security services for the store. The general manager wants to learn about your firm’s services as they relate to security guards, security equipment and alarms, loss prevention strategies and more.
**EVENT OVERVIEW**

- These events consist of two major parts: the cluster exam and the oral presentation. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

- These events are for individual participants only.

- The participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the Cluster Core performance indicators.
  - Participants in the Financial Consulting Event will take the Finance Cluster Exam.
  - Participants in the Hospitality and Tourism Professional Selling Event will take the Hospitality and Tourism Cluster Exam.
  - Participants in the Professional Selling Event will take the Marketing Cluster Exam.

- The participant will organize appropriate information and present a sales presentation or provide consultation to a potential buyer or client.

- The oral presentation may be a maximum of 15 minutes in length, including time for 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 presentation.

**PRESENTATION GUIDELINES**

- The objective for the sales presentation or consultation is for the participant to assume the role of salesperson or consultant making a presentation to a potential buyer or client (judge). Prior to ICDC, the participant will prepare a sales presentation or consultation presentation for the product/service and target market customers described in the appropriate categories.

- The participant will make a 15-minute sales presentation or consultation presentation to the judge worth 100 points. (See Presentation Judging.)

- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.

- The participant may bring presentation notes to use during the sales presentation or consultation.

- If time remains, the judge may ask questions pertaining to the project.

- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.

- 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**

The participant will make a 15-minute presentation or consultation to you. As the judge, you are to assume the role of a potential buyer for the product(s) and/or service(s) or a client seeking consultation. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participant will make the presentation or consultation. Allow the participant to complete this portion without interruption, unless you are asked to respond.

If time remains, you may ask 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 participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.
# PRESENTATION EVALUATION FORM

<table>
<thead>
<tr>
<th></th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Presented an effective and engaging opening</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
<td></td>
</tr>
<tr>
<td>2. Established relationship with customer/client</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>3. Communicated understanding of customer/client needs</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>4. Facilitated customer/client buying decisions</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>5. Recommended specific product(s)/service(s)/action(s)</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>6. Demonstrated or explained product(s)/service(s)/action(s)</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>7. Properly stated features and benefits of product(s)/service(s)/action(s)</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
<td></td>
</tr>
<tr>
<td>8. Prescribed a solution(s) to meet customer/client needs</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>9. Effectively answered customer/client questions and concerns</td>
<td>0-1</td>
<td>2-3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>10. Effectively closed the sale or ended the consultation</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>11. The presentation was well-organized and clearly presented; used professional grammar and vocabulary, words were enunciated and pronounced clearly, voice conveyed enthusiasm and volume was appropriate for the situation.</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>12. Professional appearance, poise and confidence</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>13. Overall impression</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL POINTS (100)**

**TOTAL SCORE**

JUDGE __________
Participants in the SIFMA Foundation Stock Market Game develop and manage a virtual investment portfolio of stocks, bonds, and mutual funds. The Stock Market Game is conducted via the internet and allows DECA members to test their knowledge and skills against other DECA members in an online competition. Each participating team manages all aspects of the portfolio including asset selection, buying and selling. The goal of the competition is to increase the value of the portfolio.

During the course of the Stock Market Game, participants will:

• develop investment strategies based on expectations of growth, diversification and stability
• attempt to avoid the pitfalls of market decline, mergers and overextension

ONLINE EVENT OVERVIEW

It is the responsibility of the advisor and participating teams to familiarize themselves with the Rules of The Stock Market Game. Rules are accessible through a link on the home pages of the team portfolio and in the Teacher Support Center.

• The Stock Market Game will contain one (1) ICDC qualifying event to take place from September 4 through December 14, 2018.
• The last day for making transactions in Stock Market Game team portfolios is the day before the end of the session: December 13, 2018.
• Teams may not invest more than 33% of their total equity multiplied by 1.5 in any one company. If a stock in a team portfolio increases in value and places the investment beyond 33% of their total equity multiplied by 1.5, they will be able to retain their shares but unable to purchase additional shares of that stock. This rule is the Maximum Equity Rule. The Stock Market Game system will automatically enforce this rule.
• Each team must have at least one successfully completed trade by the close of market (4PM ET), Friday, October 26, 2018. Portfolios must contain a minimum of three different types (a stock investment, a bond investment, and a mutual fund investment) by close of market (4PM ET), Thursday, December 13, 2018. Teams may change the companies, bonds and mutual funds they are invested in but must maintain a minimum of three different investment types. Teams that do not follow this rule will be disqualified.
• Portfolios will be available for retrieval until January 11, 2019. After January 11, 2019, portfolios will not be accessible.
• Rankings will be based on the percentage growth above or below the value of the S&P 500.
• The top 25 teams from each region will qualify to present their portfolio at ICDC. Students competing at ICDC in the Stock Market Game may not compete in another ICDC event. Only original team members may compete at ICDC. No substitutions will be allowed to the original team.
• All teams and students must be registered with DECA in order to participate. Otherwise they will be disqualified.
• All registered advisors must be a teacher. Students are not allowed to be listed as the advisor. The teams will be disqualified if it is not set up correctly.

ICDC QUALIFIER EVENT OVERVIEW

In addition to the general rules of the Stock Market Game, DECA advisors and their teams should be aware of the following:

• This event consists of a written document describing the investment project and the oral presentation.
• Each event entry will be composed of one to three members of the DECA chapter. A team member cannot be on more than one team at a time. No additional team members may be added once a team has registered.
• The body of the written entry must be limited to 10 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 and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
• The oral presentation may be a maximum of 15 minutes in length, including time for judge’s questions.

• The judge will evaluate the presentation of and defense for the investment project, focusing on the effectiveness of public speaking and presentation skills.

• Eligibility to attend the international conference is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines.

• For complete Stock Market Game event guidelines, procedures and ICDC information, go to http://deca.smgww.org.

WRITTEN ENTRY GUIDELINES
The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. 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. It must include in any order, but is not limited to, the following:
• STOCK MARKET GAME
• 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. 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).

The participants will prepare a written document, which is limited to 10 pages (not including the title page). This outline must be followed. Points for each section are shown on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY
   One-page description of the project

II. ANALYSIS OF PORTFOLIO PERFORMANCE

III. RATIONALE
   A. Explanation of research conducted prior to selection of stocks and/or funds
   B. Strategy used to diversify investment portfolio
   C. Description of how selected stocks and/or funds fit strategy

IV. CONCLUSIONS AND FINDINGS
   A. Explanation of strategy effectiveness
   B. Proposed changes in strategy for future investments

V. CHARTS/DIAGRAMS OF PORTFOLIO PERFORMANCE

VI. BIBLIOGRAPHY
   A bibliography is required. Include a list of the sources of information used in the written document.

VII. 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.
PENALTY POINT CHECKLIST
In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 52. These standards are designed to make competition as fair as possible.

PRESENTATION GUIDELINES
• The participants will present to the judge in a 15-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 may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.

• If time remains, the judge may ask questions pertaining to the project.

• Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.

• 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
Participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a manager. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the investment project. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask 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. The maximum score for the evaluation is 100 points.
## WRITTEN ENTRY AND PRESENTATION EVALUATION FORM

<table>
<thead>
<tr>
<th></th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Executive Summary: One-page description of the project.</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>2. The written and oral presentations show evidence of a realistic knowledge of investment trends and financial markets.</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>3. The stock portfolio exhibits diversity across sectors of the economy.</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>4. The written and oral presentations demonstrate an understanding of investment objectives.</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8-9</td>
<td>10-11-12</td>
<td>13-14</td>
<td></td>
</tr>
<tr>
<td>5. The written and oral presentations demonstrate correct use of investment terminology.</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>6. The presentations demonstrate research beyond the stock’s performance history—i.e., the investment decisions were based on knowledge of the company’s underlying business performance or plans.</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8-9</td>
<td>10-11-12</td>
<td>13-14</td>
<td></td>
</tr>
<tr>
<td>7. The written and oral presentations explain the effectiveness of the strategy.</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8-9</td>
<td>10-11-12</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>8. The written and oral presentations explain changes in strategy for future investments.</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8-9</td>
<td>10-11-12</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>9. The written plan shows creativity in design and execution.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>10. The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>11. All members of the team participating in the oral presentation contributed equally.</td>
<td>0-1</td>
<td>2-3</td>
<td>4</td>
<td>5-6</td>
<td></td>
</tr>
<tr>
<td>12. The written entry exhibited neatness, proper grammar and spelling.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

### TOTAL POINTS (100)

### LESS PENALTY POINTS

### TOTAL SCORE

JUDGE __________
Participants in the DECA Virtual Business Challenge (VBC) operate a web-based business simulation utilizing a competition version of the Virtual Business software. The VBC qualifying rounds are conducted via the internet, where participants post competition scores for chartered association, regional and overall rankings.

CAREER CLUSTERS + DEFINITIONS
The following definitions are used to determine the activities that are included in each of the Virtual Business Challenges.

$ FINANCE

Accounting: Participants will:
• use forensic accounting to identify fraud and errors and use managerial accounting techniques to maximize profits
• analyze accounting documents, such as T-accounts, worksheets, journals and the general ledger, as well as source documents such as time sheets, customer invoices, pay records and more in order to identify issues

HOSPITALITY + TOURISM

Hotel Management: Participants will:
• manage different aspects of a hotel, such as revenue management, group sales, marketing, front desk operations, banquet/meetings, housekeeping and more
• interpret industry specific reports, such as the Group Sales PACE Report, the STAR Competitive Report, the Market Data Report, the Daily Revenue Report and more, in order to assist with making informed decisions and implementing strategies that will optimize profitability

Restaurant: Participants will:
• manage specific marketing and business concepts, such as market research, menu design and pricing, advertising strategies and purchasing within their own restaurant
• interpret actions, financial information, and reports, such as the Product/Menu Mix and Menu Matrix Analysis reports, in order to make strategic marketing decisions for their restaurant

Knowledge and Skills Developed
Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants 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

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA’s competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at deca.org.
**ONLINE EVENT OVERVIEW**

- The Virtual Business Challenge will contain two (2) International Career Development Conference qualifying rounds. Challenge 1: Tuesday, October 23, 2018, 10:00 a.m. EST through Friday, November 2, 2018, 5:00 p.m. EST. Challenge 2: Tuesday, January 8, 2019, 10:00 a.m. EST through Friday, January 18, 2019, 5:00 p.m. EST.

- Entries will be composed of one to three members of the DECA chapter. A team member may be on an accounting, a fashion, a hotel, a personal finance, a restaurant, a retail and a sports team at the same time; however, a team member may not be on two accounting, two fashion, two hotel, two personal finance, two restaurant, two sports or two retail teams at the same time. No additional team members may be added once a team has registered.

- For all tracks, the top two teams from each region from each of the qualifying rounds will be eligible to compete at ICDC. However, eligibility to attend ICDC is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines. Only one team per chapter, per round, per track may qualify to compete at ICDC. Only original team members may compete at ICDC; no substitutions may be made.

- A member may compete in the accounting VBC, the fashion VBC, the hotel VBC, the personal finance VBC, the restaurant VBC, the retail VBC, and the sports VBC; however, the member will be allowed to participate in only one VBC track at ICDC.

**ICDC QUALIFIER EVENT OVERVIEW**

- At ICDC, all VBC tracks will be administered as double-elimination competitions. For each VBC track, eight teams will compete against each another within each competition session. Four teams will advance to a winner’s bracket and four teams will move on to a consolation bracket. Teams will be ranked based on their total profit (or net profit).

- The competition sessions at ICDC will run for approximately 15 minutes. Each team will control starting and stopping their own simulation file as well as the speed at which they would like to run the file. Teams will be competing in single-player mode. Participants should expect to control most, if not all, of the features listed under the Actions menu within the simulation. During the competition sessions, participants must run their simulation through at least three months simulated time in order to be eligible to advance to the next round (for Sports—three simulated games).

- Participants are allowed to bring notes to use during the competition sessions at ICDC.

- Members qualifying for participation at ICDC must wear a DECA blazer during the competition sessions.

- Top teams in each chartered association may receive recognition by their chartered association.

- For complete Virtual Business Challenge event guidelines and procedures, go to http://vbc.knowledgematters.com/vbc.

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**PERSONAL FINANCIAL LITERACY**

**Personal Finance**:

- Participants will:
  - manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance, online banking and more
  - interpret actions, charts and reports, such as credit reports, bank statements and pay and tax records, in order to make strategic financial decisions and optimize net worth