



COMMUNITY SERVICE PROJECT

COMMUNITY SERVICE PROJECT **CSP**
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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.

MARKETING

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.

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:

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.



1 to 3
PARTICIPANTS



20
PAGES
ALLOWED



15
PRESENTATION
TIME

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.



COMMUNITY SERVICE PROJECT

COMMUNITY SERVICE PROJECT **CSP**

WRITTEN ENTRY EVALUATION FORM

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

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

INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Historic background of the selected community service or charity	0-1	2	3	4	
3. Description of the local DECA chapter, school and community	0-1	2	3	4	

CONTRIBUTIONS TO A NEEDED COMMUNITY SERVICE OR CHARITY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Purpose of the project	0-1	2	3	4	
5. Rationale for selecting the community service or charitable project	0-1	2	3	4	
6. Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service	0-1	2	3	4	

ORGANIZATION AND IMPLEMENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Organizational chart, member involvement and job description	0-1	2-3	4	5	
8. Description of the project and documentation	0-1	2-3	4	5	
9. Impact goal for the beneficiary	0-1	2-3	4	5	

EVALUATION AND RECOMMENDATIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. Evaluation of the project	0-1	2	3	4	
11. Impact of the community service or charitable project	0-1	2	3	4	
12. Recommendation(s) for future projects	0-1	2	3	4	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
13. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60) _____

JUDGE _____



COMMUNITY SERVICE PROJECT

COMMUNITY SERVICE PROJECT **CSP**

PRESENTATION EVALUATION FORM

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

TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Initiate the project by identifying an issue and creating objectives?	0-1	2-3	4	5	
4. Plan and organize the project?	0-1	2-3	4	5	
5. Execute and implement the project?	0-1	2-3	4	5	
6. Evaluate and close the project?	0-1	2-3	4	5	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



CREATIVE MARKETING PROJECT

CREATIVE MARKETING PROJECT **CMP**

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.

MARKETING

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.

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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:

CREATIVE MARKETING 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.

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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.



1 to 3
PARTICIPANTS



20
PAGES
ALLOWED



15
PRESENTATION
TIME

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

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- 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.
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- 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.
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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.



CREATIVE MARKETING PROJECT

CREATIVE MARKETING PROJECT **CMP**

WRITTEN ENTRY EVALUATION FORM

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

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

INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Statement of problem	0-1	2	3	4	
3. Significance of the problem studied	0-1	2	3	4	
4. Appropriate background information	0-1	2	3	4	

PROCEDURES AND RESEARCH METHODS USED	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description of secondary research conducted	0-1	2	3	4	
6. Description of primary research conducted	0-1	2	3	4	
7. Description of the involvement of chapter members and businesspeople	0-1	2	3	4	

FINDINGS AND CONCLUSIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Presentation of findings	0-1	2	3	4	
9. Presentation of conclusions	0-1	2	3	4	

RECOMMENDATIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. Recommendations resulting from the study	0-1	2	3	4	
11. Projected outcomes from the implementation	0-1	2	3	4	
12. Plan for implementing the recommendations	0-1	2	3	4	
13. Project presented to appropriate officials	0	1	2	3	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
14. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60)	
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JUDGE _____



CREATIVE MARKETING PROJECT

CREATIVE MARKETING PROJECT **CMP**

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation: overview and description of the project	0-1-2-3	4-5-6	7-8	9-10	
2. Organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	

TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Initiate the project by identifying the problem to be studied?	0-1	2-3	4	5	
4. Plan and organize the project?	0-1	2-3	4	5	
5. Execute the research study?	0-1	2-3	4	5	
6. Evaluate and close the project?	0-1	2-3	4	5	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



ENTREPRENEURSHIP PROMOTION PROJECT

ENTREPRENEURSHIP PROMOTION PROJECT **EPP**

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's(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.

ENTREPRENEURSHIP

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:

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.



1 to 3
PARTICIPANTS



20
PAGES
ALLOWED



15
PRESENTATION
TIME

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

ENTREPRENEURSHIP PROMOTION PROJECT **EPP**

WRITTEN ENTRY EVALUATION FORM

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

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	
INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the local DECA chapter and the school and community	0-1	2-3	4-5	6-7	
MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Purpose of activity(ies)	0-1-2	3-4-5	6	7-8	
4. Planning and organization of activity(ies)	0-1-2	3-4-5	6	7-8	
5. Implementation of activity(ies)	0-1-2	3-4-5	6	7-8	
EVALUATION AND RECOMMENDATIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Evaluation of campaign?	0-1-2	3-4-5	6	7-8	
7. Recommendations for additional new activity(ies) for future campaigns	0-1-2	3-4-5	6	7-8	
APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60)	
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JUDGE _____



ENTREPRENEURSHIP PROMOTION PROJECT

ENTREPRENEURSHIP PROMOTION PROJECT **EPP**

PRESENTATION EVALUATION FORM

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

TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Initiate the project by identifying the focus of the campaign?	0-1	2-3	4	5	
4. Plan and organize the project?	0-1	2-3	4	5	
5. Execute and implement the campaign?	0-1	2-3	4	5	
6. Evaluate and close the project?	0-1	2-3	4	5	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



FINANCIAL LITERACY PROMOTION PROJECT

FINANCIAL LITERACY PROMOTION PROJECT FLPP

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's(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.

PERSONAL FINANCIAL LITERACY

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:

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).

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.



1 to 3
PARTICIPANTS



20
PAGES
ALLOWED



15
PRESENTATION
TIME

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.



FINANCIAL LITERACY PROMOTION PROJECT

FINANCIAL LITERACY PROMOTION PROJECT **FLPP**

WRITTEN ENTRY EVALUATION FORM

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

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	
INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the local DECA chapter and the school and community	0-1	2-3	4-5	6-7	
MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Purpose of activity(ies)	0-1-2	3-4-5	6	7-8	
4. Planning and organization of activity(ies)	0-1-2	3-4-5	6	7-8	
5. Implementation of activity(ies)	0-1-2	3-4-5	6	7-8	
EVALUATION AND RECOMMENDATIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Evaluation of campaign	0-1-2	3-4-5	6	7-8	
7. Recommendations for additional new activity(ies) for future campaigns	0-1-2	3-4-5	6	7-8	
APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



FINANCIAL LITERACY PROMOTION PROJECT

FINANCIAL LITERACY PROMOTION PROJECT **FLPP**

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation: overview and description of the project	0-1-2-3	4-5-6	7-8	9-10	
2. Organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	

TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Initiate the project by identifying the focus of the campaign?	0-1	2-3	4	5	
4. Plan and organize the project?	0-1	2-3	4	5	
5. Execute and implement the campaign?	0-1	2-3	4	5	
6. Evaluate and close the project?	0-1	2-3	4	5	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



LEARN AND EARN PROJECT

LEARN AND EARN PROJECT LEP

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.

MARKETING

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)/services(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



1 to 3
PARTICIPANTS



20
PAGES
ALLOWED



15
PRESENTATION
TIME

- 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.



LEARN AND EARN PROJECT

LEARN AND EARN PROJECT LEP

WRITTEN ENTRY EVALUATION FORM

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

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	
INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Type of project, product and/or service description, sources of information	0	1	2	3	
ANALYSIS OF THE BUSINESS SITUATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Trading area analysis	0	1	2	3	
4. Market segment analysis	0	1	2	3	
PLANNED OPERATION OF THE PROPOSED PROJECT	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Proposed organization	0-1	2	3	4	
6. Proposed product/service	0-1	2	3	4	
7. Proposed marketing strategies	0-1	2	3	4	
8. Projected operating budget	0-1	2	3	4	
9. Rationale for the projected budget	0-1	2	3	4	
OUTCOMES	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. General project implementation	0-1	2	3	4	
11. Learning outcomes	0-1	2	3	4	
12. Earning outcomes	0-1	2	3	4	
RECOMMENDATIONS FOR IMPROVING THE PROJECT	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
13. Recommendations for future projects	0	1	2	3	
14. Plans for improving the learning and earning outcomes of the project	0	1	2	3	
APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
15. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60) _____

JUDGE _____



LEARN AND EARN PROJECT

LEARN AND EARN PROJECT LEP

PRESENTATION EVALUATION FORM

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

TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Initiate the project by identifying a single sales or service project to be run as a real business venture?	0-1	2-3	4	5	
4. Plan and organize the project?	0-1	2-3	4	5	
5. Execute and implement the single sales or service activity?	0-1	2-3	4	5	
6. Evaluate and close the project?	0-1	2-3	4	5	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



PUBLIC RELATIONS PROJECT

PUBLIC RELATIONS PROJECT PRP

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.

MARKETING

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:

- 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.



1 to 3
PARTICIPANTS



PAGES
ALLOWED



PRESENTATION
TIME

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.



PUBLIC RELATIONS PROJECT

PUBLIC RELATIONS PROJECT **PRP**

WRITTEN ENTRY EVALUATION FORM

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

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

CAMPAIGN THEME OR FOCUS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Statement and description of the issue to be addressed	0-1	2-3	4	5	
3. Rationale for selecting the issue	0-1	2-3	4	5	
4. Description of the target population	0-1	2	3	4	

LOCAL MEDIA/PROMOTIONAL POSSIBILITIES	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Local print and broadcast media available	0-1	2	3	4	
6. Other possible promotional activity(ies)	0-1	2	3	4	
7. Media mix and rationale	0-1	2	3	4	

CAMPAIGN ORGANIZATION AND IMPLEMENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Organizational chart/job description	0-1	2	3	4	
9. Description of the campaign and documentation	0-1	2	3	4	
10. Estimated impact on the target population	0-1	2	3	4	

EVALUATION AND RECOMMENDATIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
11. Evaluation of the process	0-1	2-3	4	5	
12. Recommendations for future campaigns	0-1	2	3	4	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
13. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



PUBLIC RELATIONS PROJECT

PUBLIC RELATIONS PROJECT PRP

PRESENTATION EVALUATION FORM

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

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

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____

DECA

INNOVATION PLAN

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

ENTREPRENEURSHIP

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.



1 to 3
PARTICIPANTS



10
PAGES
ALLOWED



15
PRESENTATION
TIME

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.



DECA

INNOVATION PLAN

INNOVATION PLAN EIP

CONCEPT PAPER AND PRESENTATION EVALUATION FORM

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

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One-page summary of the business model	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14-15	16-17-18-19-20	
PROBLEM	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. List of the top three problems the product/service is addressing	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
CUSTOMER SEGMENTS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Description of target customers	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
UNIQUE VALUE PROPOSITION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Description of the single, clear, compelling message that states why the product/service is different and worth buying	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
SOLUTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description of the top three features of the product/service	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Summary of key points and feasibility of the business venture	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1-2-3	4-5-6	7-8	9-10	

PRESENTATION TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



START-UP BUSINESS PLAN

START-UP BUSINESS PLAN ESB

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

ENTREPRENEURSHIP

EVENT OVERVIEW

- This event consists of the **business plan proposal** describing a business the participants want to develop 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 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:

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.



1 to 3
PARTICIPANTS



10
PAGES
ALLOWED



15
PRESENTATION
TIME

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.



START-UP BUSINESS PLAN

START-UP BUSINESS PLAN ESB

BUSINESS PLAN PROPOSAL AND PRESENTATION EVALUATION FORM

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

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

TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



INDEPENDENT BUSINESS PLAN

INDEPENDENT BUSINESS PLAN EIB

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

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 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.

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:

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



1 to 3
PARTICIPANTS



20
PAGES
ALLOWED



15
PRESENTATION
TIME

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.



INDEPENDENT BUSINESS PLAN

INDEPENDENT BUSINESS PLAN EIB

WRITTEN ENTRY EVALUATION FORM

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

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

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



INDEPENDENT BUSINESS PLAN

INDEPENDENT BUSINESS PLAN EIB

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Assess opportunities for venture creation	0-1	2-3	4	5	
3. Determine feasibility of venture ideas	0-1	2-3	4	5	
4. Assess start-up requirements	0-1	2-3	4	5	
5. Evaluate risk-taking opportunities	0-1	2-3	4	5	
6. Explain the complexity of business operations	0-1	2-3	4	5	
7. Determine relationships among total revenue, marginal revenue, output and profit	0-1	2-3	4	5	
8. Describe marketing functions and related activities	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



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

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 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.

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:

- 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?



1 to 3
PARTICIPANTS



20
PAGES
ALLOWED



15
PRESENTATION
TIME

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.



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	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	
ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of economic, political and legal analysis; trade area and cultural analysis	0-1	2	3	4	
PROBLEM	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Description of the top three problems the product/service is addressing	0-1	2	3	4	
CUSTOMER SEGMENTS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Description of target customers	0-1	2	3	4	
UNIQUE VALUE PROPOSITION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description of the single, clear, compelling message that states why the product/service is different and worth buying	0-1	2	3	4	
SOLUTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Description of the top three features of the product/service	0-1	2	3	4	
CHANNELS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Descriptions of the pathways to customers	0-1	2	3	4	
REVENUE STREAM	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Description of the revenue model and lifetime values	0-1	2	3	4	
COST STRUCTURE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Explanation of the customer acquisition costs, distribution costs, human resources costs and any additional costs	0-1	2-3	4	5	
DETAILED FINANCIALS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. Projected income and expenses and proposed plan to meet capital needs	0-1	2-3	4	5	
KEY METRICS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
11. Explanation of the key activities that must be measured	0-1	2	3	4	
COMPETITIVE ADVANTAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
12. Explanation of why the product/service cannot be easily copied or bought	0-1	2	3	4	
CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
13. Specific request for financing, summary of key points supporting the financial request	0-1	2	3	4	

WRITTEN ENTRY TOTAL POINTS (60)

JUDGE _____



INTERNATIONAL BUSINESS PLAN

INTERNATIONAL BUSINESS PLAN IBP

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Assess opportunities for venture creation	0-1	2-3	4	5	
3. Determine feasibility of venture ideas	0-1	2-3	4	5	
4. Describe market-entry strategies for conducting business internationally	0-1	2-3	4	5	
5. Evaluate risk-taking opportunities	0-1	2-3	4	5	
6. Explain the complexity of business operations	0-1	2-3	4	5	
7. Determine relationships among total revenue, marginal revenue, output and profit	0-1	2-3	4	5	
8. Describe marketing functions and related activities	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



BUSINESS GROWTH PLAN

BUSINESS GROWTH PLAN EBG

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

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.

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:

- 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.**



1 to 3
PARTICIPANTS



20
PAGES
ALLOWED
PLUS PROOF OF
OWNERSHIP



15
PRESENTATION
TIME

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.



BUSINESS GROWTH PLAN

BUSINESS GROWTH PLAN EBG

WRITTEN ENTRY EVALUATION FORM

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

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

INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Type of business owned and operated and description of the current business operations	0	1	2	3	
3. Description of the products and/or services offered	0	1	2	3	
4. Unique characteristics of the business	0	1	2	3	

SWOT ANALYSIS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Strengths of the business	0	1	2	3	
6. Weaknesses of the business	0	1	2	3	
7. Opportunities available for the business	0	1	2	3	
8. Threats to the business	0	1	2	3	

FIVE YEAR PLAN TO GROW & EXPAND THE BUSINESS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Expansion opportunities	0-1	2	3	4	
10. Marketing plan	0-1	2	3	4	
11. Demographics of market area	0	1	2	3	

FINANCING PLAN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
12. Current financial situation	0	1	2	3	
13. Capital needed for expansion opportunities	0	1	2	3	
14. Fixed overhead and cost of operations	0	1	2	3	
15. Time to achieve profitability	0	1	2	3	

CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
16. Summary of key points	0	1	2	3	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
17. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60) _____

JUDGE _____



BUSINESS GROWTH PLAN

BUSINESS GROWTH PLAN EBG

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	0-1-2	3-4	5-6	7-8	

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Create processes for ongoing opportunity recognition	0-1-2	3-4	5-6	7-8	
3. Develop plan to invest resources into improving current products or creating new ones	0-1-2	3-4	5-6	7-8	
4. Assess risks associated with the venture	0-1-2	3-4	5-6	7-8	
5. Determine relationships among total revenue, marginal revenue, output and profit	0-1-2	3-4	5-6	7-8	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE: _____



FRANCHISE BUSINESS PLAN

FRANCHISE BUSINESS PLAN EFB

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

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 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.

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:

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



1 to 3
PARTICIPANTS



20
PAGES
ALLOWED



15
PRESENTATION
TIME

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

FRANCHISE BUSINESS PLAN EFB

WRITTEN ENTRY EVALUATION FORM

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

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the business model	0-1-2-3	4-5-6	7-8	9-10	
BUSINESS HISTORY, BACKGROUND, AND OBJECTIVES	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the company, objectives, company successes and challenges and changes in structure	0-1	2-3	4	5	
BUSINESS ENVIRONMENT	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Description of how environmental factors may affect the business	0-1	2-3	4	5	
PRODUCTS AND/OR SERVICES	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. List of and descriptions of the products and/or services offered and plans for changes or additions	0-1	2-3	4	5	
PRESENT MARKET	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description of the present market, growth potential and pricing policy	0-1	2-3	4	5	
COMPETITION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. List of the company's primary competitors in the market and identification of their strengths and weaknesses	0-1	2-3	4	5	
MARKETING PLAN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Description of targeted customers. Description of existing and future marketing techniques	0-1	2-3	4	5	
MANAGEMENT AND ORGANIZATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Description of the management team, management team development plan, succession plan, and the need for additional personnel	0-1	2-3	4	5	
BUSINESS RESOURCES	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
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	0-1	2-3	4	5	
FINANCIAL PLAN AND DATA	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. • Description of the company's sales and profit trends • Outline of strategy and timing for obtaining capital • Two-year projected operating statement • One-year projected cash flow statement	0-1	2-3	4	5	
CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
11. Specific request for financing, summary of key points supporting the financial request	0-1	2-3	4	5	

WRITTEN ENTRY TOTAL POINTS (60) _____

JUDGE _____



FRANCHISE BUSINESS PLAN

FRANCHISE BUSINESS PLAN EFB

PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	0-1	2-3	4	5	

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Assess opportunities for venture creation	0-1	2-3	4	5	
3. Determine feasibility of venture ideas	0-1	2-3	4	5	
4. Assess start-up requirements	0-1	2-3	4	5	
5. Evaluate risk-taking opportunities	0-1	2-3	4	5	
6. Explain the complexity of business operations	0-1	2-3	4	5	
7. Determine relationships among total revenue, marginal revenue, output and profit	0-1	2-3	4	5	
8. Describe marketing functions and related activities	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (60)	
PRESENTATION (40)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE: _____



INTEGRATED MARKETING CAMPAIGN EVENTS

INTEGRATED MARKETING CAMPAIGN—EVENT **IMCE**

INTEGRATED MARKETING CAMPAIGN—PRODUCT **IMCP**

Sponsored by Fashion Institute of Design and Merchandising

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.

MARKETING

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.



1 to 3
PARTICIPANTS



MARKETING
CLUSTER EXAM



PAGES
ALLOWED



PRESENTATION
TIME

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.



INTEGRATED MARKETING CAMPAIGN EVENTS

INTEGRATED MARKETING CAMPAIGN—EVENT **IMCE**

INTEGRATED MARKETING CAMPAIGN—PRODUCT **IMCP**

INTEGRATED MARKETING CAMPAIGN—SERVICE **IMCS**

WRITTEN ENTRY AND PRESENTATION EVALUATION FORM

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

TOTAL POINTS (100)

LESS PENALTY POINTS

TOTAL SCORE

JUDGE _____



PROFESSIONAL SELLING AND CONSULTING EVENTS

FINANCIAL CONSULTING FCE
HOSPITALITY AND TOURISM PROFESSIONAL SELLING HTPS
PROFESSIONAL SELLING PSE

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).

\$ FINANCE

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 + TOURISM

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.

📱 MARKETING

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.

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

- 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.Complete lists of performance indicators are available at www.deca.org.
- 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 buy 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.



1 PARTICIPANT



CLUSTER
SPECIFIC EXAM



15
PRESENTATION
TIME



PROFESSIONAL SELLING AND CONSULTING EVENTS

FINANCIAL CONSULTING FCE

HOSPITALITY AND TOURISM PROFESSIONAL SELLING HTPS

PROFESSIONAL SELLING PSE

PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Presented an effective and engaging opening	0-1	2-3	4-5	6-7	
2. Established relationship with customer/client	0-1	2-3-4	5-6	7-8	
3. Communicated understanding of customer/client needs	0-1	2-3-4	5-6	7-8	
4. Facilitated customer/client buying decisions	0-1	2-3-4	5-6	7-8	
5. Recommended specific product(s)/service(s)/action(s)	0-1	2-3-4	5-6	7-8	
6. Demonstrated or explained product(s)/service(s)/action(s)	0-1	2-3-4	5-6	7-8	
7. Properly stated features and benefits of product(s)/service(s)/action(s)	0-1	2-3	4-5	6-7	
8. Prescribed a solution(s) to meet customer/client needs	0-1	2-3-4	5-6	7-8	
9. Effectively answered customer/client questions and concerns	0-1	2-3-4	5-6	7-8	
10. Effectively closed the sale or ended the consultation	0-1-2	3-4-5	6-7-8	9-10	
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.	0-1-2	3-4-5	6-7-8	9-10	
12. Professional appearance, poise and confidence	0-1	2-3	4	5	
13. Overall impression	0-1	2-3	4	5	

TOTAL POINTS (100)

TOTAL SCORE

JUDGE _____

DECA

STOCK MARKET GAME

STOCK MARKET GAME SMG

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.

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.

- 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.



1 to 3
PARTICIPANTS



ONLINE
SIMULATION



10
PAGES
ALLOWED



15
PRESENTATION
TIME

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.



STOCK MARKET GAME

STOCK MARKET GAME SMG

WRITTEN ENTRY AND PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Executive Summary: One-page description of the project.	0-1-2-3	4-5-6	7-8	9-10	
2. The written and oral presentations show evidence of a realistic knowledge of investment trends and financial markets.	0-1	2-3	4	5-6	
3. The stock portfolio exhibits diversity across sectors of the economy.	0-1	2-3	4	5-6	
4. The written and oral presentations demonstrate an understanding of investment objectives.	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
5. The written and oral presentations demonstrate correct use of investment terminology.	0-1	2-3	4	5-6	
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.	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
7. The written and oral presentations explain the effectiveness of the strategy.	0-1-2-3-4	5-6-7-8-9	10-11-12	13	
8. The written and oral presentations explain changes in strategy for future investments.	0-1-2-3-4	5-6-7-8-9	10-11-12	13	
9. The written plan shows creativity in design and execution.	0	1	2	3	
10. The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.	0-1	2-3	4	5-6	
11. All members of the team participating in the oral presentation contributed equally.	0-1	2-3	4	5-6	
12. The written entry exhibited neatness, proper grammar and spelling.	0	1	2	3	

TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

JUDGE _____



VIRTUAL BUSINESS CHALLENGE

ACCOUNTING VBCAC
Sponsored by Knowledge Matters

FASHION VBCFA
Sponsored by Knowledge Matters

HOTEL MANAGEMENT VBCHM
Sponsored by The J. Willard and Alice S. Marriott Foundation

PERSONAL FINANCE VBCPF
Sponsored by Knowledge Matters

RESTAURANT VBCRS
Sponsored by Knowledge Matters

RETAIL VBCRT
Sponsored by Knowledge Matters

SPORTS VBCSP
Sponsored by Knowledge Matters



THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION

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, banquets/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.

Fashion: Participants will:

- scour runway and street blogs for emerging and viral fashion trends
- manage marketing, business and fashion-specific concepts such as design, buying, pricing and markdowns, social media promotion, window display and merchandising within their own fashion design business
- interpret actions, charts and reports, such as the Income Statement and the “Instatrend” report in order to make strategic marketing decisions for their fashion business to optimize profitability

Retailing: Participants will:

- manage specific marketing concepts, such as pricing, purchasing and promotion within their own supermarket, sporting goods or electronics stores
- interpret actions, charts and reports, such as the Inventory and Sales & Margin reports, in order to make strategic marketing decisions for their store to optimize profitability

Sports: Participants will:

- manage specific marketing concepts, such as ticket pricing, social media, concessions and sponsorships within their own football franchise
- interpret actions, charts and reports, such as the event reports, financial reports and social media results, in order to make strategic marketing decisions for their franchise to optimize profitability


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

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 other 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>.



**1 to 3
PARTICIPANTS**



**ONLINE
SIMULATION**