



## **SBE Exploring Chapters SLC Presentation Guidelines**

**Purpose** The exploring SBE Event is open to any chapter that currently does not operate a School Based Enterprise or that has a School Based Enterprise but has never certified the business through DECA’s SBE Certification Program. Through this competition students will be able to explore the potential success of a proposed or existing SBE through the development of a business plan.

### **Procedure**

- The Exploring SBEs Event consists of an 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.
- The oral presentation may be a maximum of 10 minutes in length.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant addresses the content indicated on the rubric.

**Knowledge and Skills Assessed** The participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms as well as learn/understand the importance of

- communications knowledge and skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical knowledge and skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- critical thinking/problem-solving knowledge and skills
- production knowledge and skills—the ability to take a concept from an idea and make it real
- teamwork—the ability to be an effective member of a productive group
- priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- identification of competitive conditions within market areas
- the basic steps involved in starting a small business
- the ability to self-evaluate personal skills, knowledge, abilities and willingness to take risks

**Guidelines and Outline for the Presentation** Follow this outline when you prepare your entry. Points for each section are included on the Evaluation Form.

## I. BUSINESS/PRODUCT/SERVICE

- A. Explanation of proposed or existing business/product/service
- B. Description of the opportunity that exists (What need does the product/service fulfill? What challenge does the product/service solve?)
- C. Description of the target market

## II. RATIONALE AND FEASIBILITY

- A. Trend—What trend is occurring which suggests the proposed or existing business/product/service will be marketable?
- B. Differentiation—What is the unique selling proposition?
- C. Potential
  1. What is the potential reach of the proposed or existing business/product/service?
  2. What is the growth potential?
  3. What is the earning potential?

## III. CONCLUSION Steps to start the SBE and summary of key points

### Presentation Guidelines

- The participants will present the project to the judge in a 10-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 notecards pertaining to the written entry and use as reference during the presentation.
- Only visual aids that can be easily hand carried to the presentation by the actual participants 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 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. This includes examples of products in the presentation.** Empty wrappers may be utilized but no actual food or drink are permitted in any capacity.
- If any of these rules are violated, the adult assistant must be notified by the judge.

**Presentation Judging** Each participant will make a 10-minute presentation to you. You are role-playing a school Principal.

- During the 10 minutes of the presentation (after introduction), the participant will describe the proposal and present the steps to start the SBE. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.
- If there is time remaining in the 10-minute presentation time, you may question the participants. However, participants may use their entire 10 minutes without leaving time for questions.

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 100 points.



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<b>BUSINESS/PRODUCT/SERVICE</b>		<b>Judged Score</b>
Explanation of business/product/service	Little Below Meets Exceeds Expectations 0-1-2 3-4-5 6-7-8 9-10	
Description of the opportunity that exists (what need or challenge does the business/product/service solve)	Little Below Meets Exceeds Expectations 0-1-2 3-4-5 6-7-8 9-10	
Description of the target market	Little Below Meets Exceeds Expectations 0-1-2 3-4-5 6-7-8 9-10	
<b>RATIONALE AND FEASIBILITY</b>		
Description of trend(s) that suggests the business/product/service will be marketable	Little Below Meets Exceeds Expectations 0-1-2 3-4-5 6-7-8 9-10	
Description of the unique selling position	Little Below Meets Exceeds Expectations 0-1-2 3-4-5 6-7-8 9-10	
Description of the potential reach of the proposed business/product/service.	Little Below Meets Exceeds Expectations 0-1-2 3-4-5 6-7-8 9-10	
Description of the growth AND earning potential	Little Below Meets Exceeds Expectations 0-4 5-9 10-13 14-15	
<b>CONCLUSION</b>		
Presented steps to start up and summary of key	Little Below Meets Exceeds Expectations 0-1-2 3-4-5 6-7-8 9-10	
<b>OVERALL IIMPRESSIONS</b>		
Use of visuals that are appropriate and enhance the presentation	Little Below Meets Exceeds Expectations 0 2 3-4 5	
Communicate Clearly	Little Below Meets Exceeds Expectations 0 2 3-4 5	
Overall impression of the student(s) skill and performance	Little Below Meets Exceeds Expectations 0 2 3-4 5	
<b>Total Score:</b>		