



Entrepreneurship

2024 SkillsUSA Michigan State Championships Contest Description Task and Materials List

CONTEST LOCATION:

Amway Grand Plaza Hotel 187
Monroe Avenue NW Grand
Rapids, MI 49503, US (616)
774.2000

<http://www.amwaygrand.com/>

RESUME:

Each student must submit a one-page printed resume before the contest starts at the contest site (present to the contest coordinator, not judges). This is the only time that resumes can be turned in. Failure to do so will result in a 10 point penalty.

STUDENT MUST SUPPLY:

- 1 page resume (one for each student)
- Same supplies as listed in the SkillsUSA Championships Technical Standards
- Two copies of each participating team's business plan

NOTE:

- *Please refer to the 2023-24 Technical Standards for specific contest details.*

FRAMEWORK REQUIREMENT

Students will be expected to display or explain how they used some of the SkillsUSA Framework Essential Elements.

TESTING REQUIREMENT

Online Professional Development

CLOTHING REQUIREMENT (if different from National contest):

- SkillsUSA official dress
- No heels over 2"

FRAMEWORK REQUIREMENT

Students will be expected to display or explain how they used some of the SkillsUSA Framework Essential Elements.

TESTING REQUIREMENT

Online Professional Development

OBSERVERS ALLOWED IN ROOM DURING COMPETITION?

- No general observers but the team's advisor (only one adult) may be in the contest room at the time their team is competing. Advisor must remain quiet and must NOT have contact with their team from the time the contest starts until after the contest or their team may be subject to disqualification.

Revised 12/18/2023

Entrepreneurship Rubric

Team #

Category	Tech Standards / Specifications	Substantially Demonstrated	Moderately Demonstrated	Minimally Demonstrated	Score (0-5)	Weight	Awarded Points	Total Points
Written Plan	Executive Summary 1. Company Mission 2. Management Team 3. Market 4. Products and Service 5. Implementation Strategy 6. Risk Analysis 7. Projected Financial Highlight 8. Capital Requirements	5 4 The Executive Summary meets all of the criteria stated. The content knowledge is substantially demonstrated.	3 2 The Executive Summary meets at least half of the criteria stated. The content knowledge is moderately demonstrated.	1 0 The Executive Summary meets less than half of the criteria stated. The content knowledge is minimally demonstrated.		15	0	75
	Summary of Business 1. Statement of Purpose 2. Mission Statement 3. Description of Business 4. Background of Business 5. Location 6. Operating Agreement 7. Products and Services Offered 8. Strategic Alliances 9. Operational and Regulatory Items	5 4 The Summary of Business meets all of the criteria stated. The content knowledge is substantially demonstrated.	3 2 The Summary of Business meets at least half of the criteria stated. The content knowledge is moderately demonstrated.	1 0 The Summary of Business meets less than half of the criteria stated. The content knowledge is minimally demonstrated.		15	0	75
	Marketing Plan 1. Industry Background 2. Target Market 3. Trends and Industry Assumptions 4. Competitive Analysis 5. SWOT Analysis 6. Products and Services 7. Pricing Strategy 8. Promotional Advertising Plan	5 4 The Marketing Plan meets all of the criteria stated. The content knowledge is substantially demonstrated.	3 2 The Marketing Plan meets at least half of the criteria stated. The content knowledge is moderately demonstrated.	1 0 The Marketing Plan meets less than half of the criteria stated. The content knowledge is minimally demonstrated.		15	0	75
	Management Plan 1. Management Team 2. Related Work Experience 3. Personnel Needed 4. Salaries 5. Advisory Board	5 4 The Management Plan meets all of the criteria stated. The content knowledge is substantially demonstrated.	3 2 The Management Plan meets at least half of the criteria stated. The content knowledge is moderately demonstrated.	1 0 The Management Plan meets less than half of the criteria stated. The content knowledge is minimally demonstrated.		15	0	75
	Financial Plan Sources and Uses of Funds Statement 1. Monthly Income Statement - Year One 2. Monthly Statement of Cash Flows - Year One 3. Monthly Balance Sheets - Year One 4. Break-Even Analysis 5. List of Critical Assumptions 6. Monthly or Quarterly Income Statements - Years Two and Three 7. Monthly or Quarterly Statements of Cash Flow - Years Two and Three 8. Monthly or Quarterly Balance Sheets - Years Two and Three 9. Ratio Analysis	5 4 The Financial Plan Sources and Uses of Funds Statement meets all of the criteria stated. The content knowledge is substantially demonstrated.	3 2 The Financial Plan Sources and Uses of Funds Statement meets at least half of the criteria stated. The content knowledge is moderately demonstrated.	1 0 The Financial Plan Sources and Uses of Funds Statement meets less than half of the criteria stated. The content knowledge is minimally demonstrated.		15	0	75
	Supporting Documents Include applicable documentation, including: 1. Resumes of key team members 2. Letters of intent 3. Copies of contracts/leases 4. Articles of organization/ incorporation/partnership agreements 5. Details of your market research data, including industry trends, research on key competitors, demographic data, etc. 6. Key details of your marketing plan 7. Summarized tables of research/marketing surveys 8. Assumptions for your financial projections, industry benchmarks, information about your competitors, etc. 9. Other appropriate documentation	5 4 The Supporting Documents meets all of the criteria stated. The content knowledge is substantially demonstrated.	3 2 The Supporting Documents meets at least half of the criteria stated. The content knowledge is moderately demonstrated.	1 0 The Supporting Documents meets less than half of the criteria stated. The content knowledge is minimally demonstrated.		15	0	75
	Overall Business Plan Format 1. All pages in the business plan will be 8.5"x11" and should be numbered, except for the title page. The business plan may not be more than 30 pages long, including the title page, sample forms, marketing materials, and supporting documents. Everything submitted is part of the business plan. The front and back of the pages may be used. 2. The text of the business plan will be typed (12 pt. Times New Roman or equivalent). 3. All hand-drawn and/or computer-generated charts and graphs must include evidence that they are student produced. No commercially produced materials will be allowed. 4. The title page will include the name of the business, the name of the class or classes, name of the team (if applicable), names of the team members, and date of submission. 5. The second page will be the table of contents. 6. The third page will be a team "bio sheet" that provides a brief overview of the business the group selected, as well as a description of the experience and skills each team member brought to the effort. 7. The fourth page will consist of a signed verification letter from a senior educational institution official that the project is the original work of the registered team members. 8. The business plan must follow the above-mentioned pages and be organized according to the competencies listed above.	5 4 The written plan meets all of the criteria stated.	3 2 The letter meets at least half of the criteria stated.	1 0 The letter meets less than half of the criteria stated.		10	0	50
Presentation	Introduction	5 4 There is a strong and effective formal introduction to the presentation that clearly identifies the scope	3 2 There is an opening but it does not get the listener's attention.	1 0 There is no clear opening.		15	0	75
	Organization	5 4 Team members project a very professional and businesslike manner. The presentation is well organized; students display knowledge of, and	3 2 Team members project a professional and businesslike manner. The presentation is somewhat organized; students display some	1 0 Team members do not project a professional and businesslike manner. The presentation is poorly organized; students display little knowledge of, and		15	0	75
	Content	5 4 The content of the presentation is communicated clearly and effectively. There is excellent use of	3 2 The presentation somewhat addresses the portfolio. Some verbal illustrations are used.	1 0 The presentation does not effectively address the portfolio. Few or no verbal illustrations are used.		15	0	75
	Response to Challenge Question #1 Anyone can start a business, but should you (from a needs, social and economic point of view)?	5 4 The answers are appropriate, organized, and reflect logic and clarity.	3 2 The answers are somewhat appropriate, organized, and reflect some logic and clarity.	1 0 The answers are confusing and/or do not answer the question asked.		10	0	50
	Response to Challenge Question #2 Why you (rather than your competition)?	5 4 The answers are appropriate, organized, and reflect logic and clarity.	3 2 The answers are somewhat appropriate, organized, and reflect some logic and clarity.	1 0 The answers are confusing and/or do not answer the question asked.		10	0	50
	Closing	5 4 The conclusion is strong and restates the opening statement while tying in elements for an effective	3 2 The conclusion is recognizable and ties in organizational elements.	1 0 The conclusion was weak or no conclusion was given.		15	0	75
	Presentation Skills and Overall Effect	5 4 Team members substantially demonstrate appropriate mastery of skills in communication. All team members take an active role in the presentation. Technology is thoroughly and	3 2 Team members moderately demonstrate skills in communication. Most team members take a role in the presentation. Some technology is used throughout the presentation.	1 0 Team members minimally demonstrate skills in communication. Only a few team members take a role in the presentation. Little or no technology is used throughout the presentation.		15	0	75
PENALTIES	<p>Copies Not Turned In: Penalty -15 points. A digital copy of the binder's contents must be submitted online prior to the conference. This online submission requirement is in addition to submitting the physical binder during orientation.</p> <p>Time: Maximum penalty -200 points. Teams will have five (5) minutes to set up the room for their presentation. Five points will be deducted for each 30 seconds or fraction thereof over the five (5) minute allowance.</p> <p>Teams will have a maximum of 12 minutes for their presentation. Five points will be deducted for each 30 seconds or fraction thereof over the 12 minute allowance.</p> <p>Framework: Maximum penalty -50 points</p>							