**KACTE Entrepreneurship Event**

**OBJECTIVES**

* To encourage all CTE programs to include entrepreneurship education in their curriculum.
* To encourage CTE students to think about entrepreneurial businesses.
* To give CTE students real life experience in developing business plans and seeking funding to pursue business plans.

**RESORCES**

* Many resources are available for teaching students about entrepreneurship. These include:
  + Entrepreneurship Education [www.entre-ed.org](http://www.entre-ed.org)
  + Ewing Marion Kaufman Foundation [www.entreworld.org](http://www.entreworld.org)
  + Future CEO Stars Magazine <http://www.fcsmag.com/>
  + Kentucky Council On Economic Education <http://www.win.net/econky/>
  + Maverick Website <http://maverickentrepreneur.com/>

**TIMELINE**

December 15 Videos and registration information will be due in Frankfort

February 1 Results will be announced

**GUIDELINES**

1. The contest is open to all Career and Technical Student Organization members in grades 9-12.
2. Individuals or groups of up to three students will work together to develop a business plan for a new business venture. Students do not have to actually implement the plan.
3. Students will complete a 4-6 minute video about their business plan. *The video should be developed as a proposal to potential investors in the business.*
4. Business plans must be realistic and for a business that the student(s) could actually run and manage.
5. Business plans must be tied to a career pathway.
6. Each high school in the state with Career and Technical Education programs is eligible to submit one entry in this contest. The school should hold a local contest to determine which business plan video will be sent on to the state level.
7. Local teachers must ensure that all school policies related to use of technology, photo releases for students, copyright laws, etc. are followed.
8. The selected video from each high school that is entered in the state contest shall be posted on [www.schooltube.com](http://www.schooltube.com) or [www.youtube.com](http://www.youtube.com). A link to the video and other registration information will be emailed to the state office by the entry deadline **(December 15.)**
9. Videos must remain active on [www.schooltube.com](http://www.schooltube.com) or [www.youtube](http://www.youtube) from December 15-March 15. Projects that are submitted with non-active or non-functioning links will NOT be judged.
10. Students will electronically submit a one page executive summary. The summary should be typed in 10-12 point Arial font and should include the following information:
    * Description and Analysis of the Business
      + Rationale for choosing this venture
      + Description of business venture
    * Marketing Plan
      + Proposed product or service
      + Proposed pricing structure
      + Promotion
      + Place/Location
    * Financing Plan
      + Projected Income/Cash Flow
      + Projected Expenses
      + Capital Repayment Plan

1. Videos will be judged by a panel of education and industry leaders.
2. Winners will be selected by February 15 and schools will be notified.
3. Prize money for the High School will be as follows:
   * 1st- $1000
   * 2nd- $750
   * 3rd- $500
   * 4th-$250
4. Winning business plan videos may be shown at CTE Summer Program.
5. By submitting a video business plan students and the school authorize KACTE to use the video in future years.

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**ENTRY SHEET**

**DUE DECEMBER 15**

School

Teacher Sponsor

Teacher Email

Teacher Phone

For each student list name, email address, and CTSO membership

Student 1

Email

Student 2

Email

Student 3

Email

CTSO

Title of Business Venture

Link to Video

Videos must be posted to [www.schooltube.com](http://www.schooltube.com) or [www.youtube.com](http://www.youtube.com) and remain active from December 15-March 1. Projects with non-functioning links will NOT be judged.

Entry Process

1. Complete and upload your video to [www.schooltube.com](http://www.schooltube.com) or [www.youtube.com](http://www.youtube.com)
2. Complete your 1 page executive summary and entry form.
3. Executive summary should be saved as follows: schoolnameeentreprenuershipyear (ie: hopkinscentralentreprenuership2019)
4. Email executive summary and entry form to [matt.chaliff@education.ky.gov](mailto:matt.chaliff@education.ky.gov) no later than December 15.

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**RUBRIC**

**Presentation Guidelines Participant Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Chapter Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Title of Business:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Exceeds**  **Expectations** | **Meets**  **Expectations** | **Below**  **Expectation** | **Little/No**  **Value** | **Judged**  **Score** |
| **Executive Summary** |  |  |  |  |  |
| One-page description of the venture | 5 | 4 -3 | 2-1 | 0 | **\_\_\_\_** |
|  |  | Executive Summary Total | | | **\_\_\_\_** |
| **Description and Analysis of the Business** |  |  |  |  |  |
| Rationale for choosing this business venture | 10-9 | 8-7-6 | 5-4-3 | 2-1-0 | **\_\_\_\_** |
| Description of business venture (product/ service, location, structure, etc.) | 10-9 | 8-7-6 | 5-4-3 | 2-1-0 | **\_\_\_\_** |
| Business venture is realistic | 5 | 4-3 | 2-1 | 0 | **\_\_\_\_** |
|  |  | Analysis of Business Total | | | **\_\_\_\_** |
| **Marketing Plan** |  |  |  |  |  |
| Proposed product/service | 7-6 | 5-4 | 3-2 | 1-0 | **\_\_\_\_** |
| Proposed pricing policies | 6-5 | 4-3 | 2-1 | 0 | **\_\_\_\_** |
| Promotion | 6 | 4-3 | 2-1 | 0 | **\_\_\_\_** |
| Place | 6 | 4-3 | 2-1 | 0 | **\_\_\_\_** |
| **Financing Plan** | 25 |  |  |  |  |
| Projected Income/Cash Flow | 8-7 | 6-5-4 | 3-2 | 1-0 | **\_\_\_\_** |
| Projected Expenses | 8-7 | 6-5-4 | 3-2 | 1-0 | **\_\_\_\_** |
| Capital Repayment Plan | 9-8-7 | 6-5-4 | 3-2 | 1-0 | **\_\_\_\_** |
| **Overall Effect of Presentation** |  |  |  |  |  |
| Presentation is professional | 5 | 4 -3 | 2-1 | 0 | **\_\_\_\_** |
| Presentation includes appropriate graphics, charts, and other information | 5 | 4 -3 | 2-1 | 0 | **\_\_\_\_** |
| Video quality | 5 | 4 -3 | 2-1 | 0 | **\_\_\_\_** |
| Copyright guidelines are followed and appropriate credits given | 5 | 4 -3 | 2-1 | 0 | **\_\_\_\_** |
| **Disqualification** |  |  |  |  |  |
| Videos under 4 minutes in length or over 6 minutes in length (including all titles and credits) will be disqualified | | | | |  |
| **Total Possible Points 100 Presentation Total Points:** | | | | |  |
|  | | | | |  |

**Video MUST take the form of a sales pitch to potential investors.**