



Regional 2020-2021 Contest Catalog

ENTREPRENEURSHIP (Virtual)

Contest Description

A team of four will compete in this event testing students' knowledge in starting their own businesses by developing business plans that identify needed products or services in a local market. Emphasis is placed on financial planning and practicality of product/service. This competition requires the CREATION of a new business, and not the plan of an already existing business. With this, students are expected to create realistic data and finance predictions. Teams give oral presentations based upon their written plans and the team must successfully answer questions by a team of judges in response to a typical problem encountered by entrepreneurs during their first year of business.

Students will compete in this **competition live** over the Zoom platform **on January 16, 2021**. Students should be ready to present at their scheduled time. The contestant schedule will be emailed to the advisor/contestants by Friday, December 11, 2020. Changes cannot be made to scheduled time slots. **Resumes must be submitted** to SkillsUSA California **by January 9, 2021** (details to follow).

Regional Competition

The Regional Contest will be a shortened version of the National Contest. Students will be asked to present what type of business they are going into and provide information on why their company will succeed in today's market. (What demand will support their supply?). Specifically, teams will be judged on their EXECUTIVE SUMMARY, COMPANY DESCRIPTION, and COMPANY OWNERSHIP as specified in the contest standards.

-ENTR 1.0 – EXECUTIVE SUMMARY – Create a concise overview of what your business does and what market needs it solves.

1.1 – Create and list the name of the business

1.2 – Define the role, with job descriptions, of each team member in the business

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Regional 2020-2021 Contest Catalog

1.3 – Identify why this is a good business opportunity

1.4 – Describe some of the customers needs this business will satisfy

-ENTR 2.0 – COMPANY DESCRIPTION – Develop an overview of your business and target market

2.1 – Describe the industry your business will be entering

2.2 – Review your target market within that industry

2.3 – List your company goals and objectives

2.4 – Provide your missions statement

2.5 – Describe your business philosophy. What is important to your business?

-ENTR 3.0 – COMPANY OWNERSHIP – Explain what form of ownership will be used and the necessary legal steps to establish that ownership

3.1 – Examine the different types of ownership and explain yours

3.2 – Evaluate why you chose this form of business ownership

3.3 – Describe the necessary permits, licenses, certifications, etc., including how to obtain them

3.4 – Describe the general relationship between the owners and employees

3.5 – Analyze how the business will strengthen community relations

Students will be given:

- 1 minute to set up
- 5 minutes to present (green card will be shown at 3 minutes)
- Maximum of 2 minutes of follow up questions

Materials Supplied by SkillsUSA CA

- Timekeeper

Student Materials List

- Handouts (digitally shared as PDFs-check web update for Notebook submissions)
- All visual aids
- Submitted Resume (SkillsUSA format) in PDF form

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Clothing Requirements

Official Dress is NOT required for Regionals. Clothing must be unbranded with no words, images, or logos. SkillsUSA or SkillsUSA California attire is recommended.

Note: Check the Contest Guidelines and/or the updates page on the SkillsUSA and SkillsUSA California website:

- www.skillsusa.org/compete/updates.shtml
- <https://www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/>
- <https://www.skillsusaca.org/competitive-events-2>

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