

DEPT F – ENTREPRENEURSHIP (ESI)

Judge: Dee Morrison

Purple award \$2.00; blue award \$1.50; red award \$1.00; white award \$0.50

All exhibits are directly related to activities in the project manual. Refer to the manual for ideas, suggestions, and additional information to enhance project exhibits.

Posters must be 14" x 22" and may be arranged either horizontally or vertically. The 4-H member's name, age, full address, and county must be listed on the back of the poster. Entry cards should be stapled (not paper clipped or taped) to the upper right-hand corner of the poster. Poster may not use copyrighted materials, such as cartoon characters or commercial product names. Exhibits which do not conform to size or content guidelines will be lowered one ribbon placing. Posters may include photographs, charts, or examples as well as a written explanation. Posters may be laminated to protect them. Loose plastic coverings used to protect the exhibit while being transported will be removed by the superintendent for evaluation and display.

For classes 1-3, follow guidelines for posters.

*Indicates not a State Fair Class

ESI Unit 1 – Discover the E-Scene

F-531-1 Interview an Entrepreneur. Share what you learned from the person about starting and running a business or how they deliver excellent customer service. How will what you have learned through this interview change your future plans or ways of thinking about business? (Based on pages 2.1-2.4 of manual).

F-531-901 Picture story of a tour or field trip to study entrepreneurship and/or business operation or steps required to make a selected product or deliver a specific services (Based on pages 2.1–2.4 of manual).

ESI Unit 2 – The Case of Me

F-531-2 Social Entrepreneurship Presentation – Prepare a five slide power point presentation about a social entrepreneurship event to benefit a group or individual in your community. Social entrepreneurs are people who are in business to help others. Submit a printout of the note pages which show each slide and include an explanation of each slide. Enter exhibit in a report cover with fasteners (no slide bars). Refer to page 2.4 of Unit 2 – The Case of Me for ideas.

F-531-920 Investigating the sale of a product or service and if it would sell in the targeted market area. (Use pages 5.1-5.5). Complete page 5.4 and enter in the form of a poster or notebook.

F-531-921 Mapping and Planning Together – In a notebook, develop a plan for your Amazon trip. You may want to visit trip planning web sites to plan travel, lodging, and sites to visit. Based on pages 7.1-7.4.

F-531-922 A folder containing critiques of web pages of at least three businesses.

ESI Unit 3 – Your Business Inspection

F-531-3 Marketing Package (mounted on a 14" x 22" poster) must include at least three items (examples) developed by the 4-H'er from the following list: business card, brochure, advertisement, business promotional piece, printout of an Internet home page, packaging design, signs, logo design, direct mail piece,

etc. The marketing package should be for an original business developed by the 4-H'er and not an existing business.

F-531-4 Original Product Sample with an information sheet (8 1/2" x 11") answering the following questions:

1. What did you enjoy the most about making the product?
2. What challenges did you have when making the product? Would you do anything differently next time? If so, what?
3. What is the suggested retail price of the product? How did you decide on the price?
4. Market analysis of the community-data gathered through a survey of potential customers. Use the three questions on page 3.3 and survey at least 10 people in your community about your product.
5. How much would you earn per hour? Show how you determined this figure.
6. What is unique about this product?

F-531-923 Service Business Poster (14" x 22" poster).

1. Picture story of the service oriented business. Original photos of your business, not photos printed off the web.
2. Attach an 8 1/2" x 11" information sheet to the poster answering these questions:
 - a) What do you enjoy most about this service business?
 - b) What challenges did you have when starting the business? Would you do anything differently next time?
 - c) What do you charge for your service(s)? How did you decide this price?
 - d) Market analysis of the community through data gathered from a survey (using questions on page 3.3 with at least 10 potential customers)
 - e) How much do you earn per hour? Show how you determined this figure.
 - f) What is unique about this business?

F-531-930 E-Business Notebook (submitted in a 3-ring notebook) 1. Submit a printout of up to 5 pages from your business web site.

1. Submit a printout of up to 5 pages from your business web site
2. On 8 1/2" x 11" pages answer the following questions
 - a) What do you enjoy most about this business?
 - b) What challenges did you have when starting the business? Would you do anything differently next time? If so, what?
 - c) What do you charge for your products/services? How did you set your price(s)?
 - d) Using the questions on page 3.3, survey at least 10 people who use the internet regularly to gather a market analysis for your business.
 - e) How much do you earn per hour? Show how you determined this figure.
 - f) What is unique about this business?

*F-531-931 A folder containing the following information:

1. At least one completed chapter of the project manual ESI and
2. A minimum of three additional forms the 4-H'ers has used/developed to start/operate a business (i.e., application for sales tax number, registering business name, food inspection, kitchen inspection, copyright forms, billing forms, accounting system, business plan, receipts, production record, etc.

*F-531-932 Completed project manual. At least one chapter completed for each year enrolled in the project. Indicate on the front of the manual how many years you have been enrolled in the project. Feel free to add additional pages, material and photographs.

- *F-531-933 Business Plan – Use the format required by the financial institution you will most likely work with.
- *F-531-934 Videotape of business presentation – Minimum of 3 minutes in length. Items to cover – business idea, business plan, market opportunity, competitive advantage of your business, management capabilities, financial understanding, investment potential, etc.
- *F-531-935 Business Sign/Logo Design – Minimum size 8 1/2" x11"
- *F-531-936 Marketing Display Unit