

LEADERSHIP & CITIZENSHIP DEPARTMENT A & F

ENTREPRENEURSHIP

ESI: Entrepreneurship Investigation

DEPARTMENT F - SECTION 530

Premium Schedule B

General Information

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.

Exhibit Guidelines:

The 4-H member's name, age, town and county must be listed on the back of the exhibit. Entry cards should be stapled (not paper-clipped or taped) to the upper right-hand corner of posters. If exhibit is a poster it must be 14" X 22" and may be arranged either horizontally or vertically.

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.

ESI UNIT 1 DISCOVER THE E-SCENE

- *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 way of thinking about business? (Based on pages 2.1-2.4 of manual).
- ESI UNIT 2 THE CASE OF ME
- *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 print out 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.

ESI UNIT 3 YOUR BUSINESS INSPECTION

- *3. **Marketing Package** - (mounted on a 14" x 22" poster) must include at least three items (examples) developed by the 4-Her 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-Her and not an existing business.
- *4. **Sample of an Original Product** with an information sheet (8 ½" x 11") answer the following questions:
 - A. What did you enjoy the most about making the product?
 - B. What challenges did you have when making the product? Would you do anything differently next time? If so, what?
 - C. What is the suggested retail price of the product? How did you decide on the price?
 - D. Market analysis of the community through data gathered from 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.
 - E. How much would you earn per hour? Show how you determined this figure.
 - F. What is unique about this product?
- *5. **Photos of an Original Product** (mounted on a 14" x 22 poster) must include three photos of developed product and a mounted information sheet answering the following questions.
 - A. What did you enjoy the most about making the product?
 - B. What challenges did you have when making the product? Would you do anything differently the next time? If so, what?

- C. What is the suggested retail price of the product? How did you decide on the price?
- D. 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.
- E. How much would you earn per hour? Show how you determined this figure.
- F. What is unique about this product?