

# DEPARTMENT F - ENTREPRENEURSHIP

## ESI: Entrepreneurship Investigation

Entrepreneurship exhibits help participants learn more about starting a business, developing products, and marketing strategies. Participation in this category will give 4-H'ers experience in the entrepreneurial world. The purpose of entrepreneurship exhibits is to help 4-H'ers prepare for the business world.

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. The 4-H'er's name, age, town and county **MUST** be listed on the back of the exhibit. If exhibit is a poster, it **MUST** be 14"x22" 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.

### DIVISION 531

#### Class

#### **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 ways 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 printout of the note pages which show each slide and include an explanation of each slide. Enter exhibit in a report 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"x22" 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.
- \*4. **Sample of Original Product** - with an information sheet (8½"x11") 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) Marketing 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?
- \*5. **Photos of an Original Product** - (mounted on a 14"x22" poster) **MUST** include three photos of developed product and a mounted information sheet answering the following questions. **If exhibiting in both Class 4 and Class 5, products MUST be entirely different products.** (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 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?

#### **Entrepreneurship - All Units**

- \*6. **Entrepreneurship Challenge** - Take on the entrepreneurship challenge. Entrepreneurship Challenge is up to the 4-H'ers enrolled in any of the three units of ESI. Complete five (5) or more of the challenges from the following list. The exhibit will include highlights from these five (5) challenges. Consider labeling each challenge so the viewer will understand what the challenge was. Enter a poster, video, report or scrapbook related to the learning from the challenge. Use your creativity to show and share what you learned. Select your five (5) challenges from the list below": (1) Sell something. (2) Introduce yourself to a local entrepreneur and take a selfie with them. (3) Be a detective! Look for Nebraska-made products and find out more about the business. (4) Tour 2-3 entrepreneurial businesses and create a photo story. (5) Investigate what it takes to be an entrepreneur (Skills Assessment ESI 4.1). (6) Make a prototype (sample/model) of a new product idea. Include the prototype or a photo of prototype. (7) Work with a friend to develop a new business idea! (8) Contact the extension office to learn about entrepreneurship opportunities. (9) Create an activity to teach others about the entrepreneurship (coloring page, puzzle, game, etc.)