

JUDGE INSTRUCTIONS

The Entrepreneurship Event was created by DECA/Delta Epsilon Chi in response to the high priority now being given to entrepreneurship training for students in schools by various government agencies at all levels, and by business leaders from the private sector.

Basically, these future entrepreneurs have developed a detailed presentation on a proposed new business or franchise, including a description and analysis of the business situation, planned marketing and promotion of the proposed business and planned financing. Playing the role of a potential source of capital for the business, you are to read the written document and then interact with the writer(s) as if you were actually going to approve (or disapprove) the request for financing.

JUDGING THE WRITTEN ENTRY

Please familiarize yourself with all of the guidelines before reading any of the prospectus. Penalty points (see *Written Event Checklist*) have already been assessed. Your job is to evaluate the participant(s) written prospectus based on the *Written Entry Evaluation Form*.

1. Place the participant(s) name(s) and identification number(s), using labels if provided, on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the Written Entry Evaluation Form for this event.
2. You will have ten (10) minutes to read the prospectus before the participants enter the judging area/room. This is an appropriate time to evaluate the prospectus using the Written Entry Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
3. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the Written Entry is fifty (50) points.

4. Participants with franchise businesses **must** provide franchising documentation where appropriate.

The *Written Entry Evaluation Form* follows the outline shown in the section entitled *Recommended Format for the Prospectus* and *Evaluation of the Prospectus*, which explains in greater detail what should be discussed in each section. As you read, ask yourself, “Will this work? Is it realistic? Does the participant(s) seem knowledgeable? Is the participant(s) communicating clearly?” Ultimately, you must decide, “Would I lend money to or invest in this person(s) and this proposal?”

JUDGING THE PRESENTATION

Please familiarize yourself with all of the guidelines before interacting with participants. Your job is to evaluate the participant(s) presentation based on the *Presentation Evaluation Form*.

1. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
2. Please place the participant(s) name(s) and identification number(s), using labels if provided, on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the Presentation Evaluation Form for this event.
3. Participants will be scheduled for presentations at thirty-five (35) minute intervals.
4. You will have ten (10) minutes to read the prospectus before the participants enter the judging area/room.
5. The fifteen (15) minutes following the introduction will allow the participant(s) to outline the proposal and answer questions. Remember, you are role-playing a decision maker for a financial institution or a potential investor. You may refer to the *Participant's Prospectus* or to your notes during the interaction with the participants.
6. To insure fairness, you must ask the participant(s) the same questions—**one question from each of the major categories shown on the evaluation sheet would be appropriate**. After asking the standard questions, you may ask other questions for clarification specific to the current participant(s).

7. Following the fifteen (15) minute interaction period, please thank the participant(s) and state that a decision on the financing will be made soon and that the participant(s) will be notified of the decision.
8. During the last five (5) minutes, after the participants are excused from the judging area, you may score the participant(s). Refer to the *Evaluation Criteria* section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to record a score for all categories, add them for the total score, then initial the total score. The maximum score for the interview is fifty (50) points.

Note: If a bubble score sheet has not been provided, you will indicate your scores on the Entrepreneurship Presentation Evaluation Form.

You may be asked to complete the *Recap* section and total your combined score for both the written entry and the interview. The section manager will double-check all addition.

The *Presentation Evaluation Form* follows the outline shown in the section entitled *Guidelines for the Presentation* which explains in greater detail what should be discussed in each part.

During the presentation, ask yourself, “Will this work? Is it realistic? Does the participant(s) sound knowledgeable? Is the participant(s) communicating clearly?” Ultimately, you must decide, “Would I lend money to or invest in this person(s) and this proposal?”

Presentation Schedule

Interviews will be scheduled at thirty-five (35) minute intervals
Ten (10) minutes for judges to read the prospectus
Fifteen (15) minutes for presentation by the participant(s) and questions by the judges
Ten (10) minutes for scoring by the judges

EVALUATION CRITERIA

A score under the heading of **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the participant(s).

A score under the heading of **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. A proposal which earns this level in every category for the presentation would probably get all or a major portion of the requested financing.

A score under the heading of **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

JUDGING SUMMARY

Maximum score is 100 points (50 points for written entry; 50 points for interview). A total score of 70 or better will earn the participants a **Certificate of Excellence**.

We hope you are impressed by the quality of the work of these potential entrepreneurs. If you have any suggestions for improving this event, please mention them to your event manager.

We thank you for your help.