



**ENTREPRENEURSHIP EXPLORATION**

(970)

**REGIONAL 2022**

**Description**

To encourage students to have a better understanding of the American free enterprise system, contestants will conduct research on the assigned topic.

**Topic**

You will be presenting to potential investors your innovative idea for a new product/service. Your research paper must include the following elements:

* + What is your product/service? What makes it unique? What need does it fill?
  + Who are the customers?
  + Why do they want/need your product/service?
  + What are the customer demographics?
  + What is your cost? What is your revenue?

Contestants who do *not* submit an entry that follows this topic will be *disqualified*.

**Note:**  No previous projects may be used for this event.

**Judging Procedure**

* As a team of judges, formulate two (2) to three (3) questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each contestant.
* Contestants will present before a panel of judges and timekeeper.
* No more than three (3) minutes of set-up time.
* No more than ten (10) minutes of oral presentation.
* No more than five (5) minutes for judges’ question and answer session.
* Excuse contestants upon completion of judges’ questions.
* **There can be no ties in the top ten (10) contestants.** It is the responsibility of the judges to break any ties.
* Administrator will fill out ranking sheet prior to dismissing the judges.
* If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
* Give administrator all Judges’ Rating Sheets, Judge Evaluation Sheets and contest materials.
* No audience is allowed in the contest room.

**Please double-check and verify all scores!**

**Suggested Questions**

1. How did you select your business (or product)?
   1. Did you consider any other businesses (products)?
2. What was an obstacle you had to overcome to prepare for your presentation?
3. How did you conduct your research? What resources did you use?
4. Would you actually consider opening a business like this in the future?