

ENTREPRENEURSHIP

An individual or *team event* recognizes participants who develop a plan for a new small business using Family and Consumer Sciences skills and *sound business practices*. The business must relate to an area of Family and Consumer Sciences education or related occupations. Participants must prepare a *portfolio* containing a written business plan, which they are not required to have implemented and an oral presentation.

ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 8 prior to event planning and preparation.
2. Participant(s) are encouraged to bring fully charged electronic devices such as laptops, tablets, etc., to use for audiovisual or *electronic portfolio* presentation at competitions.
3. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference (NLC) and must be the work of the participant(s) only.
4. National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. Only one form per entry is required. **Contact your [State Adviser](#) for orientation procedures for competitions held prior to the National Leadership Conference (NLC).**
5. Proposed businesses may not involve alcohol, substances or activities that violate local school district policy, including weapons, etc. Proposed businesses involving any items listed above will result in immediate disqualification.
6. Participants who do not follow the event guidelines or the definition of the event, their project will not be considered for evaluation. However, the participant can still participate in the competition by giving an oral presentation and will only be evaluated based on that presentation.

[CLICK HERE TO VIEW NATIONAL DEADLINES](#)

CAREER PATHWAYS ALIGNMENT

Human Services	Hospitality & Tourism	Education & Training	Visual Arts & Design
■	■	■	■

EVENT LEVELS

Level 1: Through Grade 8	Level 2: Grades 9–10	Level 3: Grades 11–12	Level 4: Postsecondary
■	■	■	■

*See page 7 for more information on event levels.

GENERAL INFORMATION

Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1–3	<i>Portfolio</i> and Oral Presentation	Table—Yes Electrical Access—No Wall Space—No Supplies—No Wi-Fi – No	FCCLA Official Dress

PRESENTATION ELEMENTS ALLOWED

Audio	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
■	■		■	■	■	■	■	■

* *Presentation Equipment* is allowed only for presentation of *electronic portfolio*.

TOP 5 SKILLS STUDENTS REPORT LEARNING THROUGH PARTICIPATION

Leadership	Communication and Public Speaking
Creativity	Responsibility and Time Management
Decision Making and Problem Solving	

ENTREPRENEURSHIP BY THE NUMBERS: 2023 - 2024

Participants Nationwide	Type of Event	Nationwide Impact
482	Foundational	236,223
85% of Entrepreneurship participants indicated this event is extremely or very useful to their future. 52% of Entrepreneurship participants indicated they would pursue higher education related to the career chosen in their project.		

PARTICIPANT TESTIMONIALS

360 Degrees is a rehabilitation center for teens who have been released out of Juvenile detention. This center provides teens with education and resources so that they can learn new skills and have a more successful start for their future. –Arizona FCCLA Member

Our business is Outspoken, a fast-casual health-oriented sandwich shop located near a college campus. We strive to serve soups, salads, and sandwiches to promote healthy living. A large part of our target market are cyclists in our area. –Colorado FCCLA Member

Our project focused on creating a cost-effective daycare center that caters to all kids. We are working to create the best environment possible for children to learn while having a good, safe time. –Florida FCCLA Member

I created an event planning business called “Whatever You Wish Grand Events.” This business allows me to partner with the Make a Wish Foundation, so profits from certain events go straight to charity. –Michigan FCCLA Member

Our business, Budget Builders, is an online financial education service. We want to reach out to teens to help them learn to manage money, build budgets, and help them achieve their goals. –Nevada FCCLA Member

SCHOLARSHIPS

Each year FCCLA’s collegiate partners award over 13 million in scholarships to the Top 3 placing Level 3 teams/individuals annually at the National Leadership Conference. Scholarship details can be found on the FCCLA Website.

ENTREPRENEURSHIP GUIDELINES AND RUBRICS

The STAR Events Guidelines and rubrics are updated annually, and they are an exclusive benefit for FCCLA members. Advisers and members can access and download the guidelines from the FCCLA Portal.

[ADVISER PORTAL](#)

[MEMBER PORTAL](#)