

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 the **STAR Events Front Pages** for all event requirements, policies, and procedures before beginning the project.
2. Participants using an *electronic portfolio* are encouraged to bring a fully charged device (laptop, tablet, etc.) to use for presentation during the competition.
3. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during the school year leading up to the National Leadership Conference (NLC), within the timeframe July 1 through June 30, and must be the work of the participant(s) only.
4. **Online Orientation** - NLC participants are **encouraged** to view the STAR Events Online Orientation video to ensure they are fully prepared for the NLC. The video will be available in the FCCLA Student Portal under Resources. **Contact your [state adviser](#) for orientation procedures for competitions held prior to the NLC.**
5. **STAR Events Schedule Confirmation** – It is **strongly suggested** that chapter advisers confirm participants' STAR Events schedules in the FCCLA Adviser Portal. Advisers can review students' schedules in the FCCLA Adviser Portal by visiting the Meetings & Events tab, selecting the NLC option, and choosing "Confirm STAR Competition." **Confirming schedules in advance helps ensure that participants are qualified, registered for the conference, and competing in the correct STAR Event. Schedule changes after the published deadline are subject to a \$25 change fee.** Please refer to the FCCLA Website (Competitive Events Dates & Deadlines).
6. Participants who do not follow event guidelines, align with the event definition, or address the current event topic will not have their project evaluated. However, they may still participate in the competition by delivering an oral presentation and will be evaluated based on the presentation.

[CLICK TO VIEW NATONAL DEADLINES](#)

CAREER CLUSTERS ALIGNMENT

Arts & Design	Education & Training	Financial Services
■	■	■
Hospitality & Tourism	Human Services	Public Service
■	■	■

EVENT LEVELS

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

Review the "Event Description and Levels" section of the policies in the front of the guidelines 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 may only be used when presenting an <i>electronic portfolio</i> . Participants using a <i>hardcopy portfolio</i> may not use electronic devices during the presentation.								

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: 2025 - 2026		
Participants Nationwide	Type of Event	Nationwide Impact
1054	Foundational	252,111
86% of Entrepreneurship participants indicated this event is extremely or very useful to their future. 54% of Entrepreneurship participants indicated they would pursue higher education related to the career chosen in their project.		

PARTICIPANT TESTIMONIALS
<i>"This project positively impacted my family because we got to bond over listening to me go over my project. This shows how important it is to include your family with different things you are working on in school or even just at home. As I worked with my mom and dad, they got to see me act professional and use a larger vocabulary. This is how my project in Entrepreneurship helped me and my family bond together and have a positive impact." – New Mexico Member</i> <i>"This project has allowed other students our age realize that you can dream big while being at a young age and begin to execute your dreams as well. We also were able to show members in our community that we can make a fun safe environment for teens to participate in." – Missouri FCCLA Member</i> <i>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</i>

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 can access and download the guidelines from the FCCLA Portal.

ADVISER PORTAL