



ENTREPREYOURSHP INDIVIDUAL PROJECT

DEADLINE: March 21, 2025
SUBMIT BY 5:00PM

The EntrepreYOURSHP Project is designed to provide FBLA members the opportunity to explore their entrepreneurship potential through designing their own individual business model. As Future Business Leaders of America, it is essential to develop skills in business strategy and communication to effectively pitch business ideas.

ACTIVITY

DESCRIPTION

ACTIVITY #1: Pitch Deck

Create a slideshow summarizing your business idea. Try to limit the amount of wording on the slides. Instead, rely on graphics and key words to communicate your ideas. Use this slideshow to exhibit your creativity as well as your business' branding and aesthetic.

This slideshow must include:

- An overview of your business, including your business mission.
- The problem your business aims to solve.
- Your business' solution to the problem.
- The estimated market size for your business. Include the total addressable market, serviceable available market, and serviceable obtainable market (also known as the TAM, SAM, and SOM).
- Your business model. How will you sell and distribute your product/service? Will you use a one-time purchase or subscription model? What is the estimated pricing for your product or service?
- A competitive analysis. Try to include at least three similar companies and highlight the aspects of your business that make it stand out.

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ACTIVITY #2:
Prepare a Pitch

Prepare a **3–5-minute pitch** based on the content of your pitch deck. This pitch should paint a clear picture of your business’ concept and goals and should end with your business’ overall ask. What kind of support is your business seeking – funding, mentorship, or something different? Create a recording of the pitch for submission.

ACTIVITY #3:
Practice Pitch

Practice your pitch in front of a potential investor! This can be either your chapter advisor, a business professional, or a small business owner in your community.

Requirements for submission:

- Submit 100-word summary of your experience. What did you learn? What feedback did you receive? What changes might you make to your business after this experience?
- Submit an investor feedback form. A PDF of the completed form must be provided. An image of this form can be found below. (Zoom in).

EntrepreyoursHP Project Potential Investor Feedback Form

Business Name: _____
 Business Founder: _____
 Name of Potential Investor: _____

Please rate the business founder's pitch in these categories.

Overall How satisfied is the business founder with the business idea?	1- The business idea is unoriginal. There are many existing companies that offer the same product or service.	2- The business idea is similar to that of existing companies but offers some unique differences.	3- The business idea is unique and original. Think of the companies that offer unique services.
Feasibility How realistic is the business idea?	1- The business idea seems very unrealistic. It would be difficult to execute in its current state.	2- There are some aspects of the business that may not be realistic. With some adjustments, the idea is doable.	3- The business idea is well thought out in terms of logistics. It could be implemented in the near future.
Comprehension How likely are you to invest in this business?	1- The business pitch was not very persuasive. I would not consider investing.	2- The business pitch was somewhat persuasive. I would consider investing if some changes were made to the business idea and pitch.	3- The business pitch was extremely persuasive. I would definitely invest.
Confidence How did the business founder come across professionally?	1- The business founder did not seem very confident or well prepared.	2- The business founder seemed to have some preparation. More confidence and preparation would be needed to improve the quality of the pitch.	3- The business founder was extremely prepared and very confident.

How could the business founder improve their pitch?

What did the business founder do well in their business pitch?

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ACTIVITY #4: Gauge Interest

Now that your business idea has been finalized, survey your target audience. For instance, if your business is targeted towards teenagers interested in a business career, survey some students in your FBLA chapter.

Requirements for submission:

- Create and distribute a survey asking what the likelihood is that someone would use your product or service.
- Collect at least 20 responses to provide an adequate pool of data. Include a space for responders to add their feedback as well as their reaction to your business idea.
- Submit a 200-word summary of your findings, using the data you collected through the survey as support. Were the results overwhelmingly positive, negative, or a mix of both? What were the main reasons why a surveyor would or would not be interested in your business? What potential changes to your business idea or pitch would increase interest?