



ENTREPRENEURSHIP INDIVIDUAL PROJECT

DEADLINE: March 15

SUBMIT BY 5 PM

The Entrepreneurship Project is designed to provide FBLA members with 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.

Members may work individually OR in groups of 3-5. Each member must submit their own project individually via FBLA Connect.

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 adviser, a business professional, or a small business owner in your community.

Requirements for submission:

- Submit a 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).

Entrepreneurship Project Investor Feedback Form

Business Name:

Business Founder:

Name of Potential Investor:

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

Clarity How clearly did the business founder explain their pitch?	1 - The business idea is unclear. There are many confusing concepts that make the pitch difficult to understand.	2 - The business idea is somewhat clear, but there are still some confusing concepts that make the pitch difficult to understand.	3 - The business idea is clear and easy to understand. There are no confusing concepts that make the pitch difficult to understand.
Content How much content did the business founder include in their pitch?	1 - The business founder included too much content in their pitch. It was overwhelming and difficult to follow.	2 - The business founder included a good amount of content in their pitch. It was easy to follow and interesting.	3 - The business founder included just the right amount of content in their pitch. It was concise and to the point.
Delivery How well did the business founder deliver their pitch?	1 - The business founder delivered their pitch poorly. They were nervous and shaky, and their voice was hard to hear.	2 - The business founder delivered their pitch well. They were confident and clear, and their voice was easy to hear.	3 - The business founder delivered their pitch excellently. They were very confident and clear, and their voice was very easy to hear.
Overall How would you rate the business founder's pitch overall?	1 - The business founder's pitch was poor. I would not recommend it to anyone.	2 - The business founder's pitch was good. I would recommend it to others.	3 - The business founder's pitch was excellent. I would highly recommend it to others.

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

How could the business founder improve their pitch?

ACTIVITY

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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?