

Prejudged Reports with Presentations

Individual or Team

Overview: These events consist of two parts, a prejudged report and a presentation. Competitors are required to complete both parts for award eligibility.

Event	Equip. Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty over Time (5 points)	Q&A (3 min.)
American Enterprise Project	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Business Financial Plan	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Business Plan	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Community Service Project	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Local Chapter Annual Business Report	Only prejudged written report						
Partnership with Business	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes

Regulations

- Refer to *National Competitive Event Guidelines* for description and procedures.
- Student members, not advisers, must prepare the report. Local advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements and is written in an acceptable business style.
A PDF copy of the report must arrive at the RLC Host School by **the third Friday in January** for RLC or the State Office by **the first Wednesday in March** for SLC. PDF submissions will NOT be returned to the chapters. Reports may be revised for competition at the next level with judge feedback provided on rating sheets.
- Front cover not counted against page limit.
- Front covers must contain the following information: name of school, state, name of event, and year (20__-20__). Business Financial Plan and Business Plan must also include: names of participants.
- A title page, divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on a 8 ½" x 11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Report content is prejudged before the presentation. Presentation judges may not have access to a copy of the report and will only judge the presentation of the project.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Reports must be original, current, and not eligible as a submission for a previous NLC.

- A member may enter only one individual or team event and one chapter event. A member may enter only one individual or team event and one chapter event. Who's Who in FBLA and Future Business Educator does not count as an event.
- All decisions of the judges are final.
- The rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.
- Internet access will not be provided. Chapters must provide their own audio/visual equipment—except screens.

Prejudged Reports with Presentations (Continued)

Individual, Team, or Chapter Events

Event Name	Individual, Team, or Chapter	# of Pages	Specific Guidelines
American Enterprise Project	Chapter Event Represented by up to 3 Members	15	<ul style="list-style-type: none"> • The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation. • Reports must describe chapter activities conducted between the previous State Leadership Conference and the current State Leadership Conference.
Business Financial Plan	Individual or Team Event of 2 to 3 Members	15	<ul style="list-style-type: none"> • Establish and develop a complete financial plan for a business venture by writing a report on the topic below. • A one-page description of the plan should be the first page of the report (not included in page count). <p>TOPIC <i>You just recently graduated from your university with a degree in Health and Physical Fitness. You played two sports at your university and continue to remain healthy by working out and eating well. Your dream has been to open your own athletic club with high-end equipment, structured class exercise rooms, cardio exercise equipment, weight machines, and free weights. You want to offer 30- and 60-minute massages and personalized fitness plans. You will have locker rooms and operate 24 hours/7 days a week. There is an opportunity to grow and hire other employees who could be personal trainers working with you in the same school of philosophy.</i></p> <p><i>You have thousands of dollars of debt and no disposable income because you have not been hired for your first job since graduating. You really want to open this athletic club. You are planning to open your own facility in a 15,000 square foot, stand-alone building. You will need equipment, inventory, software for schedules, and more to open your doors.</i></p> <p><i>You did your research and you found a great opportunity to present your idea including a business financial plan to a major Angel Investor who may want to invest in your plan.</i></p> <p><i>Prepare a well-written business financial plan following the parameters and FBLA Performance Indicators as assigned. You will need to submit your report and then give a seven-minute presentation to the Angel Investor (judges).</i></p>

Event Name	Individual, Team, or Chapter	# of Pages	Specific Guidelines
Business Plan	Individual or Team Event of 2 to 3 Members	30	<p>An effective business plan should include the following information:</p> <p><i>Executive Summary</i> provides a brief synopsis of the key points and strengths included in the plan.</p> <ul style="list-style-type: none"> • <i>Company Description</i> includes basic details of the business, including an overview, location, legal structure, and organization. • <i>Industry Analysis</i> provides an analysis of the larger industry in which the business will belong; analyzes key trends and players in the industry; demonstrates an understanding and awareness of external business decisions. • <i>Target Market</i> provides a brief overview of the nature and accessibility of the targeted audience. • <i>Competitive Analysis</i> includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses. • <i>Marketing Plan and Sales Strategy</i> demonstrates how the business' product or service will be marketed and sold; includes both strategic and tactical elements of the marketing and sales approach. • <i>Operations</i> provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services. • <i>Management and Organization</i> describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development, and discusses compensation and incentives. • <i>Long-Term Development</i> gives a clear vision of where the business will be in three, five, or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities. • <i>Financials</i> indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively. • <i>Appendix</i> includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).
Community Service Project	Chapter Event Represented by up to 3 Members	15	<p>Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:</p> <ul style="list-style-type: none"> • a description of the project, • chapter member involvement, • degree of impact on the community, • evidence of publicity received • project evaluation

<p>Local Chapter Annual Business Report</p>	<p>Chapter Event Represented by up to 3 Members</p> <p>Only prejudged</p>	<p>15</p>	<ul style="list-style-type: none"> • Reports must not exceed fifteen (15) pages. • Divider pages and appendices are optional and must be included in the page count. • Cover page is not counted in the page count. • Report should include the chapter's annual business <p>Reports describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference</p>
<p>Partnership with Business Project</p>	<p>Chapter Event Represented by up to 3 Members</p>	<p>15</p>	<p>Demonstrate the development and implementation of an innovative, creative, and effective partnership plan. Include:</p> <ul style="list-style-type: none"> • a description of the partnership goals and planning activities • roles of business leaders and chapter members in developing and implementing the partnership • results, concepts learned, and impact of the project provide • degree of involvement (hours spent, personal contact, executives and department heads contacted) • examples of publicity and recognition received as a result of the partnership

Partnership with Business Project

Chapter Event

Report/Performance Event with Judge Q & A

THERE IS NO RLC COUNTERPART FOR THIS EVENT.

Regulations

- Each chapter is limited to ONE Chapter Report Delegate per chapter report submitted. However, up to three members may present in the Final Round. See “Who May Attend Leadership Conferences”.
- The activities described in the report cannot be submitted in any other event with the exception of Local Chapter Annual Business Report.
- This report describes activities designed to bring business leaders and FBLA members together in a positive working relationship through innovative programs. The report should describe the planning and implementation of activities that build a partnership between business leaders and chapter members for the purpose of learning about successful businesses.
- This event should not be a chapter fundraising report.

Report Contents

- Reports must not exceed 15 pages. A title page, divider pages and appendices are optional.

Eligibility

- A chapter may enter one (1) project in this event each year.
- A chapter may not enter the same project for more than one report event.
- Each project may be authored by an individual member or by a team, not to exceed three (3) members.
- A minimum of one member of the writing team **should** be included in a presentation team of up to three members.
- Participants must not have competed in this event at a previous NLC. However, if a team developed the plan, **one** member of the team **may** have competed in a previous NLC and cannot compete more than two years at the national level.

Procedure

Written Report: Creativity through design and use of meaningful graphics is encouraged.

Oral Presentation: Up to THREE chapter members will give an oral presentation. The performance should address impact of project to the community, member involvement and results of the project. Judges may ask questions for up to three minutes after the presentation concludes.

Administration of Events

RLC	SLC
No RLC counterpart.	The top 8 finalists will present their project to a team of judges at the SLC. Finalists and schedules will be posted at SLC, not before.
	Top FOUR finishers advance to NLC competition.