

2010 Nebraska State Fair

Department F –Entrepreneurship ESI: EntrepreneurShip Investigation

Superintendents: Eileen Krumbach, York & Maureen Burson, Lincoln

General Information

All exhibits are directly related to activities in the project manual. Refer to the manual for ideas, suggestions and additional information to enhance project exhibits.

Unit 1,2 or 3.

Quota: The current ESI enrollment will determine the number of entries.

# in Project for ESI _____	Exhibits Per County
Under 50 _____	5
Over 50 _____	10

Total exhibits may be entered in any combination.

Exhibit Guidelines:

The 4-H member's name, age, town and county must be listed on the back of the exhibit. Entry cards should be stapled (not paper-clipped or taped) to the upper right-hand corner of [posters .

If exhibit is a poster it must be 14" x 22" and may be arranged either horizontally or vertically.

Poster may not use copyrighted materials, such as cartoon characters or commercial product names. Exhibits which do not conform to size or content guidelines will be lowered one ribbon placing. Posters may include photographs, charts or examples as well as a written explanation.

Posters may be laminated to protect them. Loose plastic coverings used to protect the exhibit while being transported will be removed by the superintendent for evaluation and display.

Division 531 , CLASSES Score Sheet SF181.doc

For classes 1-3, follow guidelines for posters.

ESI Unit 1 Discover the E-Scene

Class 1 Interview an entrepreneur. Share what you learned from the person about starting and running a business or how they deliver excellent customer service. How will what you have learned through this interview change your future plans or ways of thinking about business? (based on pages 2.1 - 2.4 of manual)

Class 2 Picture story of a tour or field trip to study entrepreneurship and/or business operation. (based on pages 2.1 – 2.4 of manual)

ESI Unit 2 The Case of ME

Class 3 Social Entrepreneurship Presentation

Prepare a five slide power point presentation about a social entrepreneurship event to benefit a group or individual in your community. Social entrepreneurs are people who are in business to help others. Submit a print out of the note pages which show each slide and include an explanation of each slide. Enter exhibit in a report cover with fasteners (no slide bars). Refer to page 2.4 of Unit 2 The Case of Me for ideas.

Class 4 Coin-Toss Map

This map is based on pages 7.1 – 7.4 of ESI unit 2. Develop a map of your journey from your home to the Nebraska State Fair. The quarter must be tossed a minimum of 20 times and the map should include landmarks encountered along the way. Include in this exhibit a paragraph on how using a direct route would have made the journey less difficult.

ESI Unit 3 Your Business Inspection

Class 5 Marketing Package (mounted on a 14" x 22" poster) must include at least three items (examples) developed by the 4-H'er from the following list: business card, brochure, advertisement, business promotional piece, printout of an internet home page, packaging design, signs, logo design, direct mail piece, etc. The marketing package should be for an original business developed by the 4-H'er and not an existing business.

Class 6 Sample of an Original Product with an information sheet (8 ½" x 11") answering the following questions:

1. What did you enjoy the most about making the product?
2. What challenges did you have when making the product? Would you do anything differently next time? If so, what?
3. What is the suggested retail price of the product? How did you decide on the price?
4. Market analysis of the community – data gathered through a survey of potential customers. Use the three questions on page 3.3 and survey at least 10 people in your community about your product.
5. How much would you earn per hour? Show how you determined this figure.
6. What is unique about this Product?

Class 7 Service Business Poster (14' x 22' poster)

1. Picture story of the service oriented business
2. Attach a 8.5" x 11' information sheet to the poster answering these questions:
 1. What do you enjoy most about this service business?
 2. What challenges did you have when starting the business? Would you do anything differently next time? If, so, what?
 3. What do you charge for your service(s)? How did you decide this price?
 4. Market analysis of the community through data gathered from a survey (using questions on page 3.3 with at least 10 potential customers.
 5. How much do you earn per hour? Show how you determined this figure.
 6. What is unique about this business?

Class 8 E-Business Notebook (submitted in a 3 ring notebook)

1. Submit a printout of up to 5 pages from your business website.
2. On 8.5" x 11" pages answer the following questions:
 - a. what do you enjoy most about this business?
 - b. What challenges did you have when starting the business? Would you do anything differently next time? If so, what?
 - c. What do you charge for your products/services? How did you set your price(s)?
 - d. Using the questions on page 3.3. survey at least 10 people who use the internet regularly to gather a market analysis for your business.
 - e. How much do you earn per hour? Show how you determined this figure.
 - f. What is unique about this business?