



GUIDE

NAME _____

K-STATE
Research and Extension



K-STATE RESEARCH AND EXTENSION IS COMMITTED TO PROVIDING EQUAL OPPORTUNITY FOR PARTICIPATION IN ALL PROGRAMS, SERVICES AND ACTIVITIES. PROGRAM INFORMATION MAY BE AVAILABLE IN LANGUAGES OTHER THAN ENGLISH. LANGUAGE ACCESS REQUESTS AND REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES, INCLUDING ALTERNATIVE MEANS FOR COMMUNICATION (E.G., BRAILLE, LARGE PRINT, AUDIO TAPE, AND AMERICAN SIGN LANGUAGE), MAY BE REQUESTED BY CONTACTING THE EVENT CONTACT (INSERT NAME) FOUR WEEKS PRIOR TO THE START OF THE EVENT (INSERT DEADLINE DATE) AT (INSERT PHONE NUMBER AND EMAIL). REQUESTS RECEIVED AFTER THIS DATE WILL BE HONORED WHEN IT IS FEASIBLE TO DO SO. LANGUAGE ACCESS SERVICES, SUCH AS INTERPRETATION OR TRANSLATION OF VITAL INFORMATION WILL BE PROVIDED FREE OF CHARGE TO LIMITED ENGLISH PROFICIENT INDIVIDUALS UPON REQUEST.

KANSAS STATE UNIVERSITY AGRICULTURAL EXPERIMENT STATION AND COOPERATIVE EXTENSION SERVICE
K-STATE RESEARCH AND EXTENSION IS AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER.



Lesson One: Starting Your Business

Objectives:

- Define Entrepreneur and Other Key Terms
- Learn about the Design Process
- Start Designing Your Product or Service

What is an Entrepreneur?

- a person who assumes the risks of a business or enterprise.
- Someone who has an idea for a new product or service, or a way to improve how business has been done before.

Notes

Key Terms

Business:

The practice of making one's living by engaging in trade through the selling of goods or services

Profit:

Income less expenses; selling price minus cost to produce

Income:

Money received from sale of products and services

Expenses:

Costs required to run your business

Service:

the sale of one's time, skills or expertise.

Product:

something made and sold on the market.

Brand:

Something that distinguishes a business from the competition

Production:

Making goods available for use

Marketing:

Everything you do to reach people most likely to be willing to pay for your products or services and entice them to buy

Partnership:

Ownership of a business with another person

Consumer:

Person or Business who buys products and services for their own use.

The Design Process

1. Define the Problem

Think of a problem you'd like to solve through creating a product/service.



2. Collect Information

Make a list of the different types of information you will need and work through each one. Take notes and document the process as you go.



3. Brainstorm and Analyze Ideas

Sketch a variety of ideas, making notes next to each one. Select your top idea based on feedback from others.



4. Develop Solutions

Bring your solutions to life through the prototyping process.



5. Gather Feedback

Ask a friend or family member to offer constructive criticism to further improve your product.



6. Improve

Create a full size prototype that reflects the necessary improvements from the feedback you received.

A green circular icon with a serrated edge, containing the word "IMPROVED" in a bold, sans-serif font, representing the final step of the design process.

IMPROVED

Business Design Worksheet

Products/Services you could offer:

Target Audience for your product/services:

Business Goals:

1.

2.

3.

Skills you have that will help with your products/services:

What makes your products/services different from others on the market?

Skills you need to develop for your product/service:

Production Thoughts

How long will it take you to produce your product?

How long are your products good for? (Shelf Life)

What help do you need to produce your product or provide your service?

Service Thoughts

What do you need to provide your service?

How long will it take to complete the service you are offering?

What help do you need to provide your service?



Lesson Two: Business Planning

Objectives:

- Name Your Business
- Write your Business Plan
- Start Tracking Your Income & Expenses
- Make a Budget for your Business

Notes

Executive Summary

For Youth Entrepreneurship Challenge

FORMAT

Due Feb. 13th

- No longer than three pages
- At least 10-point font
- At least 0.75" margins on all four sides
- Must be submitted in PDF format

SECTIONS TO INCLUDE IN YOUR EXECUTIVE SUMMARY

- Business Name
- Management Team
 - Who is providing leadership to make decisions for your business?
- Industry
 - What industry is your business?
- Projected Revenue
- Prices of Products or Services
- Funding Sought and Use of Funds
- Projected Break-even Point (\$ or Date)
- Business Description
- Management
 - How are you going to manage your business?

SECTIONS TO INCLUDE IN YOUR EXECUTIVE SUMMARY Continued

- Market & Competition
 - Who is your target customer
 - Why is your product or service superior to others
- Manufacturing/Production (if applicable)
- Financial plan with 3-year projected income.

OPTIONAL ITEMS FOR YOUR EXECUTIVE SUMMARY

- Future plans for your business
- Marketing/Advertising Plan
- Anything else that you feel enhances your business executive summary.

3-year Project Income

Example

BUDGET WORKSHEET- Building Youth Entrepreneurship				
BUSINESS NAME				
3-year Projected Income				
		YEAR 1	YEAR 2	Year 3
REVENUE				
	Sales			
	Fees Charged			
	Miscellaneous			
TOTAL REVENUE				
COST OF GOODS SOLD				
	Supplies			
	Labor			
	Delivery			
TOTAL COST OF GOODS SOLD				
GROSS PROFIT				
EXPENSES				
	Equipment			
	Advertising			
	Miscellaneous			
	Packaging			
TOTAL EXPENSES				
NET INCOME/LOSS				

SALES TRACKER

MONTH:

Date	Quantity	Item Description	Amount
Total			

EXPENSE TRACKER

MONTH:

Date	Transaction Description	Product	Amount
Total			

Equipment/Tools

Date	Transaction Description	Amount
Total		

Packaging

Date	Transaction Description	Amount
Total		



Lesson Three: Production & Marketing

Objectives:

- Pricing Your Items/Service
- How to market your business
- Build a Production Timeline
- Do you charge Sales Tax

Notes

Pricing Your Products

Selling Price for a Product

Ingredients (For one unit)	My Costs	Competition's Cost (if known)
Raw Materials		
Equipment		
Packaging		
Other		
Total Cost of Goods		

	My Selling Price	Competition's Selling Price
Selling Price = Total Cost of Goods X 2		

Selling Price for a Service

Your Hourly Rate x Time it takes to do the job	
Costs for equipment and supplies	+
Selling Price	

Marketing/Production Timeline

Write what you plan to accomplish during the following months. Examples:
Production of Products, Marketing Plans (Creating Packaging, Signs,
posting on social media, flyers, etc)

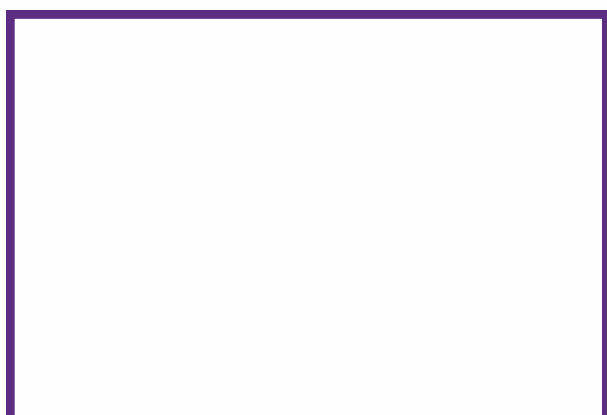
Production

Marketing

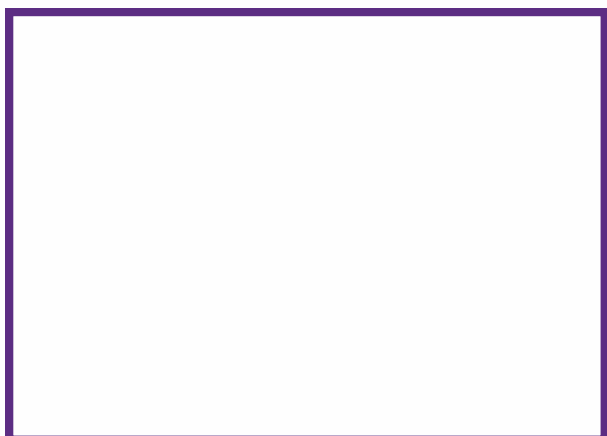
Month _____



Month _____



Month _____



MARKETING

Describe the customer who would be most likely to purchase your product/service.

How will your product meet your target customers needs/wants?

How can you promote your products/business to your target customer?

Ideas for Online Promotion?

Other ways to promote your business/products:



Lesson Four:

Preparing for the Tradeshow & Your Business Pitch

Objectives:

- Learn to display your items and to make your tables/booth look inviting
- How to Greet Customers and Promote Your Product
- How to prepare your business pitch/elevator speech

Notes

Tradeshow Checklist

As you prepare for the tradeshow, here is a checklist of things, you might want to pack or prepare.

Display

- ___ Inventory
- ___ Table (if needed)
- ___ Tablecloth/backdrops
- ___ Props/risers/shelves
- ___ Signage
- ___ Lighting
- ___ Extension Cord(if electricity is available)

Sales

- ___ Bills & Coins for change
- ___ Credit Card Reader
- ___ Business Cards
- ___ Licenses/permits
- ___ Calculator
- ___ Receipt Book
- ___ Order Forms
- ___ Bags/Boxes
- ___ Apron/Money belt
- ___ Bank Bag

Products/Promotional

- ___ Products
- ___ Handouts
- ___ Give Aways

Tools

- ___ Tape
- ___ Glue
- ___ Pen/Pencil/Marker
- ___ Water
- ___ Food & Snacks
- ___ Hand Sanitizer/Wipes
- ___ Band-Aids
- ___ Kleenex
- ___ Phone/Camera

Note: Facility will have 6ft tables!

Customer Service

BUILD RELATIONSHIPS OF TRUST

- Show genuine interest
- Look them in the eyes
- Smile
- Make your customers feel important

UNDERSTAND YOUR CUSTOMERS' NEEDS

- What does your client need?
- What are your customers' expectations?
- Ask your client questions.

SHOW YOUR CUSTOMER THE VALUE OF YOUR PRODUCT

- Talk about how great it is!
- Talk about how it will make their life easier!
- Talk about how good it tastes!
- Talk about how long it lasts!



Self-Evaluation: How did your Business Do?

After a few months or the YEC event, it is a good time to evaluate your business and make improvements if needed.

What went well?

What needs to be changed?

How can you improve your products? Marketing? Packaging?

Will you continue your Business?

What products can you add in the future?



Appendix

Youth Entrepreneurship Challenge Materials

EXECUTIVE SUMMARY INSTRUCTIONS

Example

NOTE: These guidelines are intended to show how Executive Summaries may be scored. All submitted work must be the original work of the team members. Any submission that does not meet these requirements will be eliminated.

FORMAT

- No longer than three pages
- At least 10-point font
- At least .75" margins on all four sides
- Must be submitted in PDF format

JUDGING CRITERIA FOR EXECUTIVE SUMMARIES & PRESENTATIONS

A. Market Opportunity

Sizable market need presented, with the ability and plan to capture it.

B. Business Model

Company has a viable plan to grow a profitable business.

C. Management Capability

Founder / team demonstrates ability to effectively grow company.

D. Product / Service Offering

Customer focused solution with a clear value proposition.

OPEN REVIEW

- Up to 15 teams may qualify for a spot in the KEC through the selection in the Executive Summary open review. The written Executive Summary must be submitted by March 24, 2025 and meet the Executive Summary format requirements.

ADDITIONAL RESOURCE

- Small Business Administration (SBA) Executive Summary Guide: www.sba.gov/blog/write-executive-summary

EXECUTIVE SUMMARY SCORECARD

Example

NOTE: These guidelines are intended to show how Executive Summaries may be scored. As a reminder, you may adjust this to fit your needs. The VentureDash platform also gives you the capability to customize the scorecard rubric as you see fit.



Business: _____

Judge Name: _____

Please rate each team on a scale from 1-5 on each of the criteria below. 1 being "poor", 3 being "sufficient", and 5 being "excellent". Feel free to leave additional comments.

CATEGORY	SCORE	FINAL SCORE
Market Opportunity Sizable market need presented, with the ability & plan to capture it	1 2 3 4 5	
Business Model Company has a viable plan to grow a profitable business	1 2 3 4 5	
Management Capability Founder/team demonstrates the ability to effectively grow the business	1 2 3 4 5	
Product / Service Offering Customer focused solution with a clear value proposition	1 2 3 4 5	
GRAND TOTAL		/20

COMMENTS/FEEDBACK TO SHARE WITH THE TEAM:

Business Name

Insert Tag Line

BUSINESS DESCRIPTION

Borcelle is a modern marketing agency focused on helping small to mid-sized businesses grow through effective branding, digital strategies, and content-driven campaigns. We blend creativity with data to craft marketing solutions that convert, engage, and elevate brand presence.

MANAGEMENT

Build online presence through website and social media
Share insights and client success stories via content marketing
Focus on SEO and referral networks
Host webinars and marketing guides to build trust
Offer introductory packages for first-time clients

INDUSTRY

- Food
- Retail

CORE SERVICES

- Brand Strategy & Visual Identity
- Digital Marketing Campaigns
- Content Creation
- Website & Landing Page Design

PRODUCTION AND MANUFACTURING

Startups and growing businesses
E-commerce brands
Personal brands and consultants
Local businesses entering digital space
Non-profits and community projects

MARKETING STRATEGY

Build online presence through website and social media
Share insights and client success stories via content marketing
Focus on SEO and referral networks
Host webinars and marketing guides to build trust
Offer introductory packages for first-time clients

PRODUCTION AND MANUFACTURING

Startups and growing businesses
E-commerce brands
Personal brands and consultants
Local businesses entering digital space
Non-profits and community projects

MARKETING STRATEGY

Build online presence through website and social media
Share insights and client success stories via content marketing
Focus on SEO and referral networks
Host webinars and marketing guides to build trust
Offer introductory packages for first-time clients

Competitive Analysis

Agency Type	Strengths	Weaknesses
Large Agencies	Wide service scope, big portfolios	Expensive, less personalized
Freelancer Networks	Affordable, flexible	Inconsistent quality, low support
Borcelle	Strategic + creative, scalable	Young agency, building portfolio

Build online presence through website and social media
Share insights and client success stories via content marketing
Focus on SEO and referral networks
Host webinars and marketing guides to build trust
Offer introductory packages for first-time clients

Marion County YEC
Executive Summary
Canva Template Link:
<https://tinyurl.com/MNExecSummary>

Competitive Analysis

Agency Type	Strengths	Weaknesses
Large Agencies	Wide service scope, big portfolios	Expensive, less personalized
Freelancer Networks	Affordable, flexible	Inconsistent quality, low support
Borcelle	Strategic + creative, scalable	Young agency, building portfolio

Build online presence through website and social media
Share insights and client success stories via content marketing
Focus on SEO and referral networks
Host webinars and marketing guides to build trust
Offer introductory packages for first-time clients

TRADESHOW INSTRUCTIONS

Example

NOTE: These instructions are an example of the kinds of things your community team may want to consider as you decide how to structure the tradeshow, should you choose to add it as an additional competition element. It should be adapted as desired to fit your needs.

STUDENTS

The tradeshow is a 90-minute event where you will have the opportunity to pitch your business or product to a panel of judges. The judges will visit each student or team to evaluate your business idea, display, and your ability to discuss your business idea and answer questions.

DAY OF THE COMPETITION PROCESS

1. At 8:30 AM, students will be allowed to set up their tradeshow booths. Booths must be finished and students ready to begin answering questions by 9:30 AM.
2. Judges will have 4-6 minutes to listen to student share the highlights of their business plan and business or product idea, including time to provide samples or handouts, and ask questions
3. Judges will visit students for 90-minutes. If you are not at your booth when the judges visit, you will be disqualified (unless you are presenting your elevator pitch at that time).
4. Non-participating students and community members might also be invited to the tradeshow, and you should be at your booth, ready to network and share with all those in attendance

JUDGING YOUR BUSINESS

1. **Business Overview**
 - What is it, who occupies key roles (management/operations), what is your experience, what legal structure will you use, etc.
2. **Business Description**
 - What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.
3. **Marketing**
 - Market research including target market, how will you reach your market, potential growth, who is your competition, what promotion and advertising will you use, how did you choose your pricing strategy, etc.
4. **Financials**
 - Project financial requirements, cash flow, projected income, etc.
5. **Presentation**
 - Poise, confidence, comprehension, ability to answer questions, proper attire, captures attention, timing, etc.
6. **Booth Display**
 - Creative, neat, easy-to-understand, relates to your business, engages judges, etc.

Please see the Marion County
YEC schedule for our times.

TRADESHOW SCORECARD

Example

NOTE: These guidelines are intended to show how Tradeshows may be scored. As a reminder, you may adjust this to fit your needs. The VentureDash platform also gives you the capability to customize the scorecard rubric as you see fit.



Business: _____

Please rate each team on a scale from 1-5 on each of the criteria below. 1 being "poor", 3 being "sufficient", and 5 being "excellent".

CATEGORY	SCORE	FINAL SCORE
Business Overview What is it, who occupies key roles, what is your experience, legal structure, etc.	1 2 3 4 5	
Business Description What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.	1 2 3 4 5	
Marketing Market research including target market, potential growth, competition, promotion and advertising, pricing strategy	1 2 3 4 5	
Presentation Poise, confidence, comprehension, ability to answer questions, proper attire for a business presentation, captures attention, within time limits, etc.	1 2 3 4 5	
Booth Display Creative, neat, easy-to-understand, relates to your business, engages judges, etc.	1 2 3 4 5	
GRAND TOTAL		/25



Tradeshow Booth Examples



BEAUTY BY JAE - Jaelyn

Jaelyn launched Beauty by Jae in eighth grade as a sugar scrub business. She has won the local event twice, competing in the Norton County YEC five times and participating in the Kansas Entrepreneurship Challenge three times. To continue competing in the YEC, Jaelyn has had to grow and expand her business each year adding body butter and bath bombs to her list of products.



FORMAL PRESENTATION INSTRUCTIONS

Example

NOTE: These instructions are an example of the kinds of things your community team may want to consider as you decide how to structure the formal presentation. It should be adapted as desired to fit your needs.

DAY OF THE COMPETITION PROCESS (example)

1. The business (student/s) gets a maximum of 4 minutes for the presentation.
2. Timing begins when the presenter starts speaking.
3. Presenter(s) must give the presentation live and in person, or virtually if needed.
4. There is no minimum or maximum to the number of team members who may speak.
5. Immediately following the student's presentation, judges will be allowed 5 minutes to ask questions and add comments before the next presentation begins.
6. Audience members are not permitted to ask questions or make comments.

JUDGING

1. **Business Overview**
 - What is it, who occupies key roles (management/operations), what is your experience, what legal structure will you use, etc.
2. **Business Description**
 - What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.
3. **Marketing**
 - Market research including target market, how will you reach your market, potential growth, who is your competition, what promotion and advertising will you use, how did you choose your pricing strategy, etc.
4. **Financials**
 - Project financial requirements, cash flow, projected income, etc.
5. **Presentation**
 - Poise, confidence, comprehension, ability to answer questions, proper attire for a business presentation, captures attention, is within time limits, etc.
6. **Investable**
 - Is it an idea that, based on the judges' experience, makes them interested in investing in this business?

FORMAL PRESENTATION SCORECARD

Example

NOTE: These guidelines are intended to show how Formal Presentations may be scored. As a reminder, you may adjust this to fit your needs. The VentureDash platform also gives you the capability to customize the scorecard rubric as you see fit.



Business: _____

Please rate each team on a scale from 1-5 on each of the criteria below. 1 being "poor", 3 being "sufficient", and 5 being "excellent".

CATEGORY	SCORE	FINAL SCORE
Business Overview What is it, who occupies key roles (management/operations), what is your experience, legal structure, etc. What product/service is provided, where will the business exist, what funds are needed, etc.	1 2 3 4 5	
Marketing Market research including target market, potential growth, competition, promotion and advertising, pricing strategy	1 2 3 4 5	
Presentation Poise, confidence, comprehension, ability to answer questions, proper attire for a business presentation, captures attention, within time limits, etc.	1 2 3 4 5	
Booth Display Creative, neat, easy-to-understand, relates to your business, engages judges, etc.	1 2 3 4 5	
Investable How likely would you be to invest in this business?	1 2 3 4 5	
GRAND TOTAL		/25

[illegible]

Developed by Karla J. Hightower
Marais des Cygnes District 4-H Youth Development Agent

August 2025

Sources:

Kansas State University Research & Extension (2017). Kansas 4-H Special Interest Club: E2 Entrepreneurship.

Extension Utah State University (2021). 4-H Entrepreneurs. Facilitators Guide and Student Workbook.

©Kansas State University, K-State Extension, Kansas 4-H