



# ENTREPRENEURSHIP CLUSTER

*cheat sheet*

## EVENTS: ENT, ETDM

CORE SKILLS THE JUDGES WILL BE LOOKING FOR:

1. CREATIVITY IN VENTURE IDEAS
2. STRONG COMMUNICATION ABOUT BUSINESS FEATURES AND RISKS
3. PROBLEM-SOLVING WITH REALISTIC SOLUTIONS
4. CUSTOMER-FOCUSED THINKING (WHAT'S IN IT FOR THEM?)
5. ABILITY TO MEASURE RESULTS (SALES GROWTH, ROI, ETC.).

QUICK TIPS FOR ROLE-PLAY & PRESENTATIONS

- HOOK FIRST—START WITH A STRONG INTRO (GREETING & CONFIDENT OPENING)
- ADDRESS CURRENT MARKET (COMPETITORS, GENERAL TRENDS)
- STATE YOUR UNIQUE SOLUTION
- ADD GRAPHICS TO SHOW STATISTICS
- CLOSE WITH A STRONG SUMMARY OF YOUR VENTURE IDEA AND YOUR FINANCING PLAN

TOP PERFORMANCE

INDICATORS:

- IDENTIFY COMPANY'S BRAND PROMISE
- DETERMINE FACTORS AFFECTING BUSINESS RISK
- EXPLAIN THE CONCEPT OF COMPETITION
- "SELL" IDEAS TO OTHERS
- PERSUADE OTHERS
- DESCRIBE THE NATURE OF ENTREPRENEURSHIP
- DETERMINE OPPORTUNITIES FOR VENTURE CREATION
- GENERATE VENTURE IDEAS
- DETERMINE FEASIBILITY OF VENTURE IDEAS
- DESCRIBE ENTREPRENEURIAL PLANNING CONSIDERATIONS
- ASSESS START-UP REQUIREMENTS

WORDS TO IMPRESS JUDGES:

- VALUE PROPOSITION - THE UNIQUE BENEFIT YOUR BUSINESS OFFERS
- ROI (RETURN ON INVESTMENT) - PROFITABILITY MEASURE FOR INVESTORS
- EQUITY - OWNERSHIP STAKE IN A BUSINESS
- DISRUPTION - INNOVATION THAT CHANGES AN INDUSTRY'S STANDARD PRACTICES
- LEAN STARTUP - BUILDING A BUSINESS WITH MINIMAL WASTE, FOCUSING ON TESTING AND ITERATION
- COMPETITIVE ADVANTAGE - WHAT MAKES YOUR BUSINESS STRONGER THAN RIVALS

PRO TIP:  
INCLUDE YOUR  
FINANCING OFFER.  
THINK LIKE IT'S  
SHARK TANK!