Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	50	75			
Preliminary Oral Presentation	40	100			
Final Written Entry	44	38			
Final Oral Presentation	23	18			
Overall	90	85			

DECA™

2018 International Career Development Conference

Student:	Terris Zhu
School:	Town Centre PHS
Association:	Ontario
Competitive Event:	Independent Business Plan

Preliminary Written Entry

	Met Prof	Intl %ile	NV BE ME EE
1. Executive Summary: One- to three-page summary of the business model	✓	90	
2. Problem: List of the top three problems the product/service is addressing	✓	80	
3. Customer Segments: Description of target customers	✓	80	
4. Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	✓	100	
5. Solution: Description of the top three features of the product/service	✓	83	
6. Channels: Descriptions of the pathways to customers	✓	83	
7. Revenue Streams: Description of the revenue model and life time values	✓	80	
8. Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs	✓	80	
9. Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	✓	100	
10. Key Metrics: Explanation of the key activities that must be measured	✓	75	

Final Written Entry

	Met Prof	Intl %ile	NV BE ME EE
1. Executive Summary: One- to three-page summary of the business model		25	
2. Problem: List of the top three problems the product/service is addressing	✓	66	
3. Customer Segments: Description of target customers	✓	66	
4. Unique Value Proposition: Description of the single, clear, compelling message that states why the product/service is different and worth buying	✓	66	
5. Solution: Description of the top three features of the product/service	✓	66	
6. Channels: Descriptions of the pathways to customers	✓	75	
7. Revenue Streams: Description of the revenue model and life time values		33	
8. Cost Structure: Explanations of customer acquisition costs, distribution costs, human resources costs and any additional costs		50	
9. Detailed Financials: Projected income and expenses and proposed plan to meet capital needs	✓	66	
10. Key Metrics: Explanation of the key activities that must be measured	✓	66	

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

Category	Normal score	International %ile	low	mid	high
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Student:	Terris Zhu
School:	Town Centre PHS
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Preliminary Written Entry

	Met Prof	Intl %ile	NV	BE	ME	EE
11. Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	✓	80				
12. Conclusion: Specific request for financing, summary of key points supporting the financial request	✓	80				

Final Written Entry

	Met Prof	Intl %ile	NV	BE	ME	EE
11. Competitive Advantage: Explanation of why the product/service cannot be easily copied or bought	✓	100				
12. Conclusion: Specific request for financing, summary of key points supporting the financial request	✓	66				

Preliminary Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	✓	100				
2. Assess opportunities for venture creation	✓	100				
3. Determine feasibility of venture ideas	✓	100				
4. Assess start-up requirements	✓	100				
5. Evaluate risk-taking opportunities	✓	100				
6. Explain the complexity of business operations	✓	100				
7. Determine relationships among total revenue, marginal revenue, output and profit	✓	100				
8. Describe marketing functions and related activities	✓	100				

Final Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation		33				
2. Assess opportunities for venture creation		25				
3. Determine feasibility of venture ideas		33				
4. Assess start-up requirements		25				
5. Evaluate risk-taking opportunities	✓	75				
6. Explain the complexity of business operations		25				
7. Determine relationships among total revenue, marginal revenue, output and profit		50				
8. Describe marketing functions	✓	66				

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

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