



Overview

Two parts: a prejudged project and a presentation.

Competitors must complete both parts for award eligibility.

E-business

Type: Individual or Team (3 max)
Submission: URL and Statement of Assurance
Rating Sheet: <http://www.fbla-pbl.org/media/E-Business-FBLA-Rating-Sheet.pdf>

No changes may be made to the submission between the regional conference due date and the state conference.

2019 Topic

Develop an e-business website for a unique shop or business that could be opened in your local community. The business should be specifically targeted for your community. Give the shop or business a name. Include pictures, descriptions of items, and services for sale. The site needs to include purchase and shipping information, a shopping cart, and social media links.

Procedure

Region and State: Prejudged

- Competitors will submit a Statement of Assurance containing the URL to the regional director by the date established annually. Submissions may be prejudged only at the regional level—check with your regional director.
- Competitors must prepare projects.
- Competitors are expected to follow all applicable copyright laws; any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project
- When applicable, the use of templates must be identified.

State: Presentation

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges.
- The presentation is designed to be an explanation of equipment used, software used, the development process, an overview of how copyright laws were addressed, and challenges experienced during the process and should follow the rating sheet.

Eligibility

- Each chapter may submit one entry. The 1st and 2nd -place regional winner will compete at the state level.
- Competitors must pay dues by March 1.
- No more than one (1) team member may have competed in this event at a previous State or National Leadership Conference.
- Competitors cannot be replaced or substituted for prejudged events.

Presentation

Equipment Setup: 5 minutes
Performance: 7 minutes
Warning: 6 minutes
Penalty for over time: 5 points
Q & A: 3 minutes

A panel of judges will select the winners; all decisions are final. The number of awards presented will be determined by the judges. The maximum number of awards will be three (3) at the regional level and five (5) at the state level.