



EMERGING BUSINESS ISSUES

Type: Individual or Team
Submission: Presentation without Equipment
Rating Sheet: <http://www.fbla-pbl.org/media/Emerging-Business-Issues-FBLA-Rating-Sheet.pdf>

2018 Topic

Crowdsourcing is the process of obtaining needed services, ideas, content, or funding by soliciting contributions from a large group of people, particularly an online community. Crowdsourcing has become very popular for soliciting funding for business ventures or persons facing medical crises, for example. However, it is also being used by individuals to solicit funding that will aid them in purchasing material items such as a new car or television. Be prepared to argue the affirmative, that crowdsourcing is an effective way to raise money for a valid purpose; and be prepared to argue the negative, that crowdsourcing is ineffective because it can be used for personal gain.

Procedure

- Competitors are expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments
- Competitors are permitted to bring prepared notes of any type for the presentation.
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- Competitors should introduce themselves, describe the situation, present both affirmative and negative and make their recommendations, and summarize their case.

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.

Eligibility

- Each chapter may submit one entry. The first-place regional winner will compete at the state level.
- Competitors must pay dues by March 1.

Presentation

Performance: 7 minutes (to present both sides)

Warning: 6 minutes

Penalty for over time: 5 points

Q & A: 3 minutes