ELI Essay

The future of Eastern Kentucky depends on its citizens creating an entrepreneurship ecosystem to support business owners with resources they will need in order to thrive in today’s economy. Examples of resources include incubators and accelerators from organizations such as SOAR and Kentucky Highlands. In an essay, answer all of the following questions: (1) If you were going to start your own business, what would it be? (2) How would it benefit your community?

Essays are scored in five areas:

1. Content (1-10 points): Did the student answer the question? Did they stay on the subject and provide examples relevant to the information requested? Was the essay logical and understandable? Were the answers significant?

1. Insightfulness (1-10 points): To what degree did the student demonstrate a real understanding of the subject matter? Did their writing exemplify intuition and discernment of the task at hand?
2. Creativity (1-5 points): Did the essay demonstrate imagination and originality on the student’s part? Did they provide innovative examples?
3. Spelling and Grammar (1-5 points): Were all words spelled correctly? Did the student use proper grammar throughout the essay?
4. Formatting (1-5 Points): Did the student follow all of the formatting guidelines?
	1. A minimum of one (1) and a maximum of two (2) typewritten pages, double-spaced
	2. Font must be 12 pt
	3. Times New Roman
	4. All page margins must be ½ inch