



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Entrepreneurship

**ENTREPRENEURSHIP
TEAM DECISION MAKING EVENT**

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Describe entrepreneurial planning considerations.
- Assess start-up requirements.
- Explain tools used by entrepreneurs for venture planning.
- Identify capital resources needed for the venture.
- Explain the nature of overhead/operating costs.
- Explain the nature of channels of distribution.
- Explain the concept of product mix.

CASE STUDY SITUATION

You are to assume the roles of an entrepreneurial team that creates unique, abstract planters with a 3D printer. A potential investor (judge) wants to learn more about your business and its needs.

Your team creates modular planters for small plants and cacti. The shape is unique and strays from traditional clay pots. Your team also uses specialty paints to decorate the 3D printed planters. Your team feels you have enough inventory to begin selling the planters and would like an investment to purchase additional supplies to continue to produce more.

The potential investor (judge) feels the products you create are unique and has an interest in investing. The potential investor (judge) first wants to meet with you to discuss the following:

- Requirements to begin selling the planters
- Capital resources needed
- Overhead/Operating costs
- Sales channels
- Possible additions to the product mix

You will present your plan to the potential investor (judge) in a meeting to take place in the investor's (judge's) office. The potential investor (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the investor's (judge's) questions, the investor (judge) will conclude the meeting by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization

Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.

4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of an investor. You want to learn more about the entrepreneurial team's (participant team's) business that creates unique, abstract planters with a 3D printer and its needs.

The entrepreneurial team (participant team) creates modular planters for small plants and cacti. The shape is unique and strays from traditional clay pots. The entrepreneurial team (participant team) also uses specialty paints to decorate the 3D printed planters. The entrepreneurial team (participant team) feels they have enough inventory to begin selling the planters and would like an investment to purchase additional supplies to continue to produce more.

You feel the products the entrepreneurial team (participant team) creates are unique and have an interest in investing. You first want to meet with the entrepreneurial team (participant team) to discuss the following:

- Requirements to begin selling the planters
- Capital resources needed
- Overhead/Operating costs
- Sales channels
- Possible additions to the product mix

The participant team will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant team and asking to hear about their ideas.

During the course of the role-play, you are to ask the following questions of each participant team:

1. How would you describe your primary target market?

2. How can you best promote your new business to your target market?

Once the entrepreneurial team (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the entrepreneurial team (participant team) for the work.

You are not to make any comments after the event is over except to thank the participants.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



ENTREPRENEURSHIP TEAM DECISION MAKING 2024

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Entrepreneurship

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe entrepreneurial planning considerations?	0-1-2-3	4-5-6	7-8	9-10	
2.	Assess start-up requirements?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain tools used by entrepreneurs for venture planning?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify capital resources needed for the venture?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the nature of overhead/operating costs?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the nature of channels of distribution?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the concept of product mix?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						