



**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 21<sup>st</sup> 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 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Determine feasibility of venture ideas.
- Describe entrepreneurial planning considerations.
- Assess start-up requirements.
- Identify capital resources needed for the venture.
- Describe the use of operating procedures.
- Select channels of distribution.
- Explain the nature of channel strategy.

## **CASE STUDY SITUATION**

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You are to assume the roles of a team of entrepreneurs looking to develop a new project. A friend (judge) has an idea for a new business but needs help developing it into a feasible venture.

Your friend (judge) rarely travels so does not own proper luggage but has an unexpected trip coming up. When the friend (judge) went to the store to purchase luggage, the prices were quite expensive for good quality. Even luggage found at discount retailers seemed pricey given the poor quality of the merchandise offered.

The friend (judge) wished that instead of purchasing luggage there was an option to rent it. The friend (judge) feels that luggage rental is a fantastic idea for a new business. Not only would it help those who cannot afford to purchase quality luggage outright, but it would also help those who do not have storage for a full set of luggage or those who need varying sizes.

The friend (judge) wants your help in developing the idea into a feasible venture. Your team must:

- Assess start-up requirements
- Identify capital resources needed (including operating/overhead)
- Outline basic operating procedures for the start-up
- Determine sales channels/channel strategy
- Discuss other planning considerations

Your team will provide the friend (judge) with a recommendation on the feasibility of the luggage rental business idea.

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

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of a friend of a team of entrepreneurs (participant team) that are looking to develop a new project. You have an idea for a new business but need the entrepreneurs' (participant team's) help developing it into a feasible venture.

You rarely travel so do not own proper luggage but have an unexpected trip coming up. When you went to the store to purchase luggage, the prices were quite expensive for good quality. Even luggage found at discount retailers seemed pricey given the poor quality of the merchandise offered.

You wished that instead of purchasing luggage there was an option to rent it. You feel that luggage rental is a fantastic idea for a new business. Not only would it help those who cannot afford to purchase quality luggage outright, but it would also help those who do not have storage for a full set of luggage or those who need varying sizes.

You have asked the entrepreneurs (participant team) for help developing the idea into a feasible venture. The entrepreneurs (participant team) must:

- Assess start-up requirements
- Identify capital resources needed (including operating/overhead)
- Outline basic operating procedures for the start-up
- Determine sales channels/channel strategy
- Discuss other planning considerations

The entrepreneurs (participant team) will provide a recommendation on the feasibility of the luggage rental business idea.

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 the target demographic?
2. What is the biggest risk involved in this venture?

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

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

## EVALUATION INSTRUCTIONS

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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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.                          |



## ENTREPRENEURSHIP TEAM DECISION MAKING 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

### INSTRUCTIONAL AREA: Entrepreneurship

Participant: \_\_\_\_\_

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

| Did the participant team:             |   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b>         |   |                 |                    |                    |                      |              |
| 1.                                    | Determine feasibility of venture ideas?                   | 0-1-2-3         | 4-5-6              | 7-8                | 9-10                 |              |
| 2.                                    | Describe entrepreneurial planning considerations?         | 0-1-2-3         | 4-5-6              | 7-8                | 9-10                 |              |
| 3.                                    | Assess start-up requirements?                             | 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.                                    | Describe the use of operating procedures?                 | 0-1-2-3         | 4-5-6              | 7-8                | 9-10                 |              |
| 6.                                    | Select channels of distribution?                          | 0-1-2-3         | 4-5-6              | 7-8                | 9-10                 |              |
| 7.                                    | Explain the nature of channel strategy?                   | 0-1-2-3         | 4-5-6              | 7-8                | 9-10                 |              |
| <b>21<sup>st</sup> CENTURY SKILLS</b> |   |                 |                    |                    |                      |              |
| 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                  |              |
| <b>TOTAL SCORE</b>                    |   |                 |                    |                    |                      |              |