



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Entrepreneurship

ENTREPRENEURSHIP SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Describe the use of operating procedures.
- Explain methods/processes for organizing workflow.
- Use creative problem-solving in business activities/decisions.
- Identify internal and external service standards.
- Explain the role of customer service in positioning/image.

EVENT SITUATION

You are to assume the role of an entrepreneur that opened a food truck last year. You will meet with an investor (judge) to provide a solution to an operating issue that has resulted in customer complaints.

HAPPY PIZZA is a food truck located next to a community space that hosts outdoor concerts and markets. The business has a menu of eight varieties of pizza, all made with handmade dough and fresh toppings. Customers may also customize their own pizzas.

Customers place orders and make payment at the order window and are provided an order number. When the order is ready, a HAPPY PIZZA employee shouts the order number from the pick-up window and hands the order to the customer. This process is successful except when there are events in the community space. During busy times, the employees taking orders and payment can complete their tasks quickly, however the backup occurs in the preparation and baking of each pizza.

During the last outdoor concert, the cooks had 25 orders in the first 15-minutes of operation. This led to a large group of customers surrounding the pick-up window waiting for their order number to be called. The mass of people became impatient as the cooks were backed up and it took longer than normal to receive their order which resulted in customers missing part of the concert.

An investor (judge) loves HAPPY PIZZA and wants to help with your operations issue. The investor (judge) wants you to determine how the food truck can alter operating procedures during peaks in demand that will result in happier customers.

You will present your ideas to the investor (judge) in a role-play to take place in the investor's (judge's) office. The investor (judge) will begin the role-play 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 role-play 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. Event Situation
3. Judge Role-Play 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of an investor. You want an entrepreneur (participant) that opened a food truck last year to provide a solution to an operating issue that has resulted in customer complaints.

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You love HAPPY PIZZA and want to help with the operations issue. You want the entrepreneur (participant) to determine how the food truck can alter operating procedures during peaks in demand that will result in happier customers.

The participant 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 and asking to hear about his/her ideas.

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

1. How will the new operating procedures help the cooks?
2. How will we communicate new procedures to customers?

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

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

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.

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	Participant 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	Participant 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	Participant 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	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



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JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Entrepreneurship

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the use of operating procedures?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain methods/processes for organizing workflow?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Use creative problem-solving in business activities/decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify internal and external service standards?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the role of customer service in positioning/image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						