



ENTREPRENEURSHIP SERIES EVENT

ENT-26
ICDC Preliminary 1

CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Market Planning

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Use creative problem-solving in business activities/decisions.
- Build corporate brand.
- Develop marketing plan.
- Develop customer profile.
- Explain the concept of marketing strategies.

EVENT SITUATION

You are to assume the role of the owner of OASIS, a company that produces reusable water bottles in various colors and patterns. The main investor in the business (judge) wants you to develop a new product idea and a marketing plan before contributing more funding.

OASIS sells sleek reusable water bottles and has enjoyed steady sales growth for nearly a decade. The water bottles are popular among fitness enthusiasts, college students and eco-conscious consumers. Over the past 18-months, sales have declined by 35% and projections suggest the decline will continue. Reasons for the decline include the saturated reusable water bottle market and consumers already owning multiple reusable water bottles.

The main investor in OASIS (judge) is willing to provide additional funding for the company to begin production of a new product. Since OASIS is only known for producing reusable water bottles, the investor (judge) wants to make certain that the new product aligns with the corporate brand that consumers are familiar with and will recognize it as part of the OASIS family.

The main investor (judge) wants you to identify a new product for OASIS along with a profile of the new product's target customer. In addition, the main investor (judge) wants you to develop a marketing plan that will include strategies to market the new product to the target audience.

You will present 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

JUDGE CHARACTERIZATION

You are to assume the role of the main investor in OASIS, a company that produces reusable water bottles in various colors and patterns. You want the owner (participant) to develop a new product idea and a marketing plan before you contribute more funding.

OASIS sells sleek reusable water bottles and has enjoyed steady sales growth for nearly a decade. The water bottles are popular among fitness enthusiasts, college students and eco-conscious consumers. Over the past 18-months, sales have declined by 35% and projections suggest the decline will continue. Reasons for the decline include the saturated reusable water bottle market and consumers already owning multiple reusable water bottles.

You are willing to provide additional funding for the company to begin production of a new product. Since OASIS is only known for producing reusable water bottles, you want to make certain that the new product aligns with the corporate brand that consumers are familiar with and will recognize it as part of the OASIS family.

You want the owner (participant) to identify a new product for OASIS along with a profile of the new product's target customer. In addition, you want the owner (participant) to develop a marketing plan that will include strategies to market the new product to the target audience.

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. Is this new product idea already in a saturated market?
2. Do you think fans of our water bottles will want to purchase this new product?

Once the owner (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the owner (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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



ENTREPRENEURSHIP SERIES – 2026

JUDGE'S EVALUATION FORM ICDC PRELIMINARY EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Market Planning

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Use creative problem-solving in business activities/decisions.	0-1-2-3	4-5-6	7-8-9	10	
2.	Build corporate brand.	0-1-2-3	4-5-6	7-8-9	10	
3.	Develop marketing plan.	0-1-2-3	4-5-6	7-8-9	10	
4.	Develop customer profile.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the concept of marketing strategies.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						