



## **ENTREPRENEURSHIP TEAM DECISION MAKING EVENT**

**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 Case Study Situation.

You have up to 30 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 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, 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**

- Identify market segments.
- Conduct SWOT analysis for use in the marketing planning process.
- Explain the concept of marketing strategies.
- Develop marketing plan.
- Select channels of distribution.

## CASE STUDY SITUATION

You are to assume the roles of the owners of EZ VISION, a company that has created kiosks that provide 90-second vision tests. A potential investor (judge) wants you to develop a marketing plan to determine market segments, marketing strategies and promotional considerations.

EZ VISION provides users with a free 90-second vision test via kiosk. For \$20.00, the results will be sent to telehealth eye doctors to generate eyeglass prescriptions for fulfillment at partnering retailers. EZ VISION's kiosks can be located anywhere and are easy to use. Customers must scan a form of identification if requesting an eyeglass prescription; otherwise, the results can be texted or emailed to the customer.

EZ VISION has had success in its initial market debut. The kiosks have been located in several of the partnering retailers, including small and large populated cities. Customers have been asked to provide feedback and appreciate the ease of use and affordability. These initial customers have indicated reasons for using EZ VISION as being too far away from an optometrist or ophthalmologist, limited appointment availability and unable to afford a traditional exam.

While you understand that a comprehensive eye exam is the best overall for eye care, EZ VISION provides a solution for those in need.

A potential investor (judge) wants to help EZ VISION with funding to manufacture and market more kiosks. The investor (judge) needs your team to develop a marketing plan that will identify new channels for EZ VISION kiosks. The investor (judge) wants the plan to include:

- Identification of market segments
- Locations to reach chosen market segments
- SWOT analysis of EZ VISION
- Marketing strategies that will maximize strengths and minimize weaknesses

You will present the plan to the potential investor (judge) in a meeting to take place in the potential 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 potential investor's (judge's) questions, the potential investor (judge) will conclude the meeting by thanking you for your work.

## JUDGE INSTRUCTIONS

### JUDGE CHARACTERIZATION

You are to assume the role of a potential investor of EZ VISION, a company that has created kiosks that provide 90-second vision tests. You want the owners (participant team) to develop a marketing plan to determine market segments, marketing strategies and promotional considerations.

EZ VISION provides users with a free 90-second vision test via kiosk. For \$20.00, the results will be sent to telehealth eye doctors to generate eyeglass prescriptions for fulfillment at partnering retailers. EZ VISION's kiosks can be located anywhere and are easy to use. Customers must scan a form of identification if requesting an eyeglass prescription; otherwise, the results can be texted or emailed to the customer.

EZ VISION has had success in its initial market debut. The kiosks have been located in several of the partnering retailers, including small and large populated cities. Customers have been asked to provide feedback and appreciate the ease of use and affordability. These initial customers have indicated reasons for using EZ VISION as being too far away from an optometrist or ophthalmologist, limited appointment availability and unable to afford a traditional exam.

While the owners (participant team) understand that a comprehensive eye exam is the best overall for eye care, EZ VISION provides a solution for those in need.

You want to help EZ VISION with funding to manufacture and market more kiosks. You need the owners (participant team) to develop a marketing plan that will identify new channels for EZ VISION kiosks. You want the plan to include:

- Identification of market segments
- Locations to reach chosen market segments
- SWOT analysis of EZ VISION
- Marketing strategies that will maximize strengths and minimize weaknesses

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. Do your current telehealth and retail partners need to approve of your plan?
2. What is the best communication channel to use to promote the business?

Once the owners (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the owners (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 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 team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam scores.

## Levels of Evaluation

| FOCUS AREA                                                           | NOVICE                                                                                                    | DEVELOPING                                                                                                                               | PROFICIENT                                                                                                                       | EXEMPLARY                                                                                                                                                      |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Content Understanding</b>                                         | 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.       |
| <b>Application of Performance Indicators and Career Competencies</b> | 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.  |
| <b>Reasoning</b>                                                     | 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. |
| <b>Workplace Readiness</b>                                           | 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 TEAM DECISION MAKING – 2026

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

### INSTRUCTIONAL AREA: Market Planning

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

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

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

| Rate the participants' ability to: |                                                                                                | Novice  | Developing | Proficient | Exemplary | Judged Score |
|------------------------------------|------------------------------------------------------------------------------------------------|---------|------------|------------|-----------|--------------|
| <b>PERFORMANCE INDICATORS</b>      |                                                                                                |         |            |            |           |              |
| 1.                                 | Identify market segments.                                                                      | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| 2.                                 | Conduct SWOT analysis for use in the marketing planning process.                               | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| 3.                                 | Explain the concept of marketing strategies.                                                   | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| 4.                                 | Develop marketing plan.                                                                        | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| 5.                                 | Select channels of distribution.                                                               | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| <b>SOLUTION</b>                    |                                                                                                |         |            |            |           |              |
| 6.                                 | <b>Unique</b><br>Demonstrate original thinking, fresh perspectives and an insightful approach. | 0-1-2   | 3-4-5      | 6-7        | 8         |              |
| 7.                                 | <b>Practical</b><br>Develop an actionable/viable solution in a real-world context.             | 0-1-2   | 3-4-5      | 6-7        | 8         |              |
| 8.                                 | <b>Effective</b><br>Develop a solution that achieves relevant outcomes.                        | 0-1-2   | 3-4-5      | 6-7        | 8         |              |
| <b>CAREER COMPETENCIES</b>         |                                                                                                |         |            |            |           |              |
| 9.                                 | <b>Critical Thinking</b><br>Think critically to understand and solve problems.                 | 0-1     | 2-3        | 4-5        | 6         |              |
| 10.                                | <b>Communication</b><br>Communicate clearly, effectively and with reason.                      | 0-1     | 2-3        | 4-5        | 6         |              |
| 11.                                | <b>Decision Making</b><br>Consider the impacts of decisions.                                   | 0-1     | 2-3        | 4-5        | 6         |              |
| <b>OVERALL IMPRESSION</b>          |                                                                                                |         |            |            |           |              |
| 12.                                | Demonstrate overall career readiness through professionalism, poise and confidence.            | 0-1-2   | 3-4-5      | 6-7        | 8         |              |
| <b>TOTAL SCORE</b>                 |                                                                                                |         |            |            |           |              |