



## **ENTREPRENEURSHIP TEAM DECISION MAKING EVENT**

**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Entrepreneurship

### **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**

- Describe entrepreneurial planning considerations.
- Assess start-up requirements.
- Assess risks associated with venture.
- Assess the need to use external resources for concept development.
- Determine services to provide customers.

## CASE STUDY SITUATION

You are to assume the roles of the owners of CROOKED CREEK DOG PARK, soon to be the first private dog park in the city. A potential investor (judge) wants you to develop additional services to provide dog owners that will persuade membership.

CROOKED CREEK DOG PARK will be the first private dog park in the city. Dog owners will soon be able to apply for a year long, \$50/month or \$500/year membership. All dogs must have proof of required vaccines and be spayed or neutered. Any dog that displays aggression will be asked to leave with a refund to the owner. The park offers secure, off-leash spaces for dogs to run and play, agility equipment, water features and separated fenced play areas for small and large dog breeds.

As part of your team's business plan, CROOKED CREEK DOG PARK will also feature a main entrance building with a patio that looks out to the open spaces. This is where owners check-in their dogs, memberships are sold and dog treats can be purchased.

The investor (judge) that has financed your initial costs, including the funds to purchase the land and construction to turn the land into a dog park, is open to providing further funding if your team can identify extra services to include that would benefit the dog owners. The investor (judge) wants your team to determine additional services that would influence more dog owners to purchase a membership.

The investor (judge) wants your team to identify at least three attractions or services that CROOKED CREEK DOG PARK can offer that will persuade dog owners in the city to purchase a membership. The investor (judge) wants you to assess any risks associated with the attractions or services and identify how the benefits outweigh the risks. In addition, you must explain how the investor's (judge's) funds would be used.

You will present the plan to the investor (judge) in a meeting to take place in the investor's (judge's) office. The 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

### JUDGE CHARACTERIZATION

You are to assume the role of an investor in CROOKED CREEK DOG PARK, soon to be the first private dog park in the city. You want the owners (participant team) to develop additional services to provide dog owners that will persuade membership.

CROOKED CREEK DOG PARK will be the first private dog park in the city. Dog owners will soon be able to apply for a year long, \$50/month or \$500/year membership. All dogs must have proof of required vaccines and be spayed or neutered. Any dog that displays aggression will be asked to leave with a refund to the owner. The park offers secure, off-leash spaces for dogs to run and play, agility equipment, water features and separated fenced play areas for small and large dog breeds.

As part of the owners' (participant team's) business plan, CROOKED CREEK DOG PARK will also feature a main entrance building with a patio that looks out to the open spaces. This is where owners check-in their dogs, memberships are sold and dog treats can be purchased.

You financed the initial costs, including the funds to purchase the land and construction to turn the land into a dog park, and are open to providing further funding if the owners (participant team) can identify extra services to include that would benefit the dog owners. You want the owners (participant team) to determine additional services that would influence more dog owners to purchase a membership.

You want the owners (participant team) to identify at least three attractions or services that CROOKED CREEK DOG PARK can offer that will persuade dog owners in the city to purchase a membership. You want the owners (participant team) to assess any risks associated with the attractions or services and identify how the benefits outweigh the risks. In addition, the owners (participant team) must explain how the funds would be used.

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. Why is it important to keep the humans happy and not just the dogs?
2. Why are private dog parks attractive if there are free, public dog parks in the city?

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 ICDC PRELIMINARY

**INSTRUCTIONAL AREA:**  
Entrepreneurship

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

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

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

Rate the participants' ability to:

|                               |                                                                                                | Novice  | Developing | Proficient | Exemplary | Judged Score |
|-------------------------------|------------------------------------------------------------------------------------------------|---------|------------|------------|-----------|--------------|
| <b>PERFORMANCE INDICATORS</b> |                                                                                                |         |            |            |           |              |
| 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.                            | Assess risks associated with venture.                                                          | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| 4.                            | Assess the need to use external resources for concept development.                             | 0-1-2-3 | 4-5-6      | 7-8-9      | 10        |              |
| 5.                            | Determine services to provide customers.                                                       | 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>            |                                                                                                |         |            |            |           |              |