



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Product/Service Management

**ENTREPRENEURSHIP
TEAM DECISION MAKING EVENT**

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Identify company's unique selling proposition.
- Determine services to provide customers.
- Explain the role of customer service in positioning/image.
- Build product/service brand.
- Identify capital resources needed for the venture.
- Assess the costs/benefits associated with resources.
- Identify business risks.

CASE STUDY SITUATION

You are to assume the roles of the owners of SPIN & TUMBLE, a laundromat in a large city. Your business partner (judge) wants you to identify additional services to provide customers that will lead to ongoing business success.

SPIN & TUMBLE provides 75 self-serve washing machines and 75 dryers. The customers are a mix of local residents who do not have their own machines; residents with their own machines who prefer to use SPIN & TUMBLE machines for large, bulky items; and visitors to the area who need laundry services. The machines accept coins or cards, and a vending machine is located on the premises that sells laundry detergents, fabric softeners and dryer sheets.

The laundromat is open 7:00 AM – 11:00 PM daily and has one or two employees on site to oversee and maintain the business throughout each day. A regular size load of laundry will take 30-minutes in the washing machine and 45-minutes in the dryer. Most customers spend at least one hour at SPIN & TUMBLE.

SPIN & TUMBLE has two large televisions that are set to family programming and two pinball machines to keep customers occupied. Unfortunately, many customers are not fond of the family programming nor do they want to play pinball. While the business is successful in providing laundry services, your business partner (judge) feels there are additional services to provide waiting customers that could lead to ongoing success.

Your business partner (judge) wants your team to identify an additional service to provide to customers that will not only provide a distraction during laundry wait times but will also attract more customers. Your business partner (judge) wants your team to explain the unique selling proposition and analyze the capital resources needed for the additional service.

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

You are to assume the roles of the business partner of SPIN & TUMBLE, a laundromat in a large city. You want the owners (participant team) to identify additional services to provide customers that will lead to ongoing business success.

SPIN & TUMBLE provides 75 self-serve washing machines and 75 dryers. The customers are a mix of local residents who do not have their own machines; residents with their own machines who prefer to use SPIN & TUMBLE machines for large, bulky items; and visitors to the area who need laundry services. The machines accept coins or cards, and a vending machine is located on the premises that sells laundry detergents, fabric softeners and dryer sheets.

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You want the owners (participant team) to identify an additional service to provide to customers that will not only provide a distraction during laundry wait times but will also attract more customers. You want the owners (participant team) to explain the unique selling proposition and analyze the capital resources needed for the additional service.

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. Will additional staffing be required for the new service you recommended?
2. How should the new service be promoted to the community?

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 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 th 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 th 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 th percentile of business personnel performing this performance indicator.



ENTREPRENEURSHIP TEAM DECISION MAKING 2026

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify company's unique selling proposition?	0-1-2-3	4-5-6	7-8	9-10	
2.	Determine services to provide customers?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the role of customer service in positioning/image?	0-1-2-3	4-5-6	7-8	9-10	
4.	Build product/service brand?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify capital resources needed for the venture?	0-1-2-3	4-5-6	7-8	9-10	
6.	Assess the costs/benefits associated with resources?	0-1-2-3	4-5-6	7-8	9-10	
7.	Identify business risks?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
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	
TOTAL SCORE						