



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

- Adapt to changes in business environment.
- Explain the nature of channel strategies.
- Identify capital resources needed for venture.
- Assess the costs/benefits associated with resources.
- Explain the nature of overhead/operating costs.

EVENT SITUATION

You are to assume the role of the owner of DR. SMOOTHIE, a mobile beverage truck that sells smoothies. The investor (judge) wants you to identify resources needed for DR. SMOOTHIE to adapt its channel strategies.

DR. SMOOTHIE operates out of a mobile truck and provides customers with various menu options for fruit smoothies and customizable add-ins. DR. SMOOTHIE has the required permits to park in lots near the local high school, on the college campus, on the streets near city parks and on-site at the farmers market.

During the school year, DR. SMOOTHIE is extremely busy each morning selling smoothies near the local high school on Mondays and Tuesdays and on the college campus on Wednesdays, Thursdays and Fridays. DR. SMOOTHIE sets up near city parks on Saturdays during the school year and sets up as part of the city's farmer's market on Saturdays during the summer months.

DR. SMOOTHIE brings in the most revenue during the school year. The students and staff at the high school and college are loyal customers, and there is always a line of customers. The summer months are slower without the heavily populated high school and college campuses. It is difficult to find a location for the mobile truck during the weekdays in the summer that regularly attracts customers.

The city will soon open a second high school. While this is great news for business, you feel that an additional sales channel is needed to accommodate the new location. You feel that there are two options for DR. SMOOTHIE that will help the business:

- Add another mobile truck
- Open a small physical store location

The investor (judge) wants you to analyze the two channel strategies and determine the capital resources needed for both overhead and operating costs, and how each would help the changes in the business environment. You must make a final decision before asking for funding.

You will present the analysis 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 the investor working with DR. SMOOTHIE, a mobile beverage truck that sells smoothies. You want the owner (participant) to identify resources needed for DR. SMOOTHIE to adapt its channel strategies.

DR. SMOOTHIE operates out of a mobile truck and provides customers with various menu options for fruit smoothies and customizable add-ins. DR. SMOOTHIE has the required permits to park in lots near the local high school, on the college campus, on the streets near city parks and on-site at the farmers market.

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The city will soon open a second high school. While this is great news for business, the owner (participant) feels that an additional sales channel is needed to accommodate the new location. The owner (participant) feels that there are two options for DR. SMOOTHIE that will help the business:

- Add another mobile truck
- Open a small physical store location

You want the owner (participant) to analyze the two channel strategies and determine the capital resources needed for both overhead and operating costs, and how each would help the changes in the business environment. The owner (participant) must make a final decision before asking for funding.

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. What is your biggest concern with the option you chose?
2. How will the option you chose affect our current strategy?

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 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.



**ENTREPRENEURSHIP SERIES
2026**

**JUDGE'S EVALUATION FORM
DISTRICT EVENT 2**

Participant: _____

**INSTRUCTIONAL AREA:
Entrepreneurship**

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Adapt to changes in business environment?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of channel strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify capital resources needed for venture?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Assess the costs/benefits associated with resources?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of overhead/operating costs?	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						