



ENTREPRENEURSHIP TEAM DECISION MAKING EVENT

CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Product/Service Management

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 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.

EVENT 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

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.

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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 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 TEAM DECISION MAKING – 2026

JUDGE'S EVALUATION FORM DISTRICT EVENT

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Product/Service Management

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	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	
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						