



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Product/Service Management

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

- Determine initial feasibility of product idea.
- Build corporate brand.
- Identify internal and external service standards.
- Explain the concept of competition.
- Determine factors affecting business risk.

EVENT SITUATION

You are to assume the role of the owner of HEART RATE, an affordable brand of athleticwear. Your business partner (judge) wants you to determine whether or not to offer a new product as a “dupe” of a more expensive luxury brand.

HEART RATE is an online retailer that sells a variety of affordable athleticwear including shorts, shirts, socks and other accessories. As plans are underway for next season’s merchandise, your business partner (judge) thinks that HEART RATE should add leggings to the collection that mimic the style of a famous best-selling luxury brand.

LIME ATHLETICS has been selling luxury leggings for years. The athletic leggings are priced starting at \$109.99 and are only available at LIME ATHLETICS branded stores or online. LIME ATHLETICS leggings are best-sellers among affluent shoppers and serious athletes.

Your business partner (judge) has found that there are over 4.5 billion TikTok views of content with the #dupe. This content highlights lower-priced merchandise that can be considered a duplicate for a higher-priced item. Your business partner (judge) thinks if HEART RATE can offer a lower-priced duplicate of LIME ATHLETICS leggings, and market it with #dupe on TikTok, it would build the HEART RATE brand and sales.

Your business partner (judge) wants you to determine whether or not to offer the duplicate and how doing so could affect the HEART RATE brand, competition and standards.

You will present your ideas to your business partner (judge) in a role-play to take place in the business partner’s (judge’s) office. The business partner (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 business partner’s (judge’s) questions, the business partner (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 a partner of HEART RATE, an affordable brand of athleticwear. You want the owner (participant) to determine whether or not to offer a new product as a “dupe” of a more expensive luxury brand.

HEART RATE is an online retailer that sells a variety of affordable athleticwear including shorts, shirts, socks and other accessories. As plans are underway for next season’s merchandise, your business partner (judge) thinks that HEART RATE should add leggings to the collection that mimic the style of a famous best-selling luxury brand.

LIME ATHLETICS has been selling luxury leggings for years. The athletic leggings are priced starting at \$109.99 and are only available at LIME ATHLETICS branded stores or online. LIME ATHLETICS leggings are best-sellers among affluent shoppers and serious athletes.

You have found that there are over 4.5 billion TikTok views of content with the #dupe. This content highlights lower-priced merchandise that can be considered a duplicate for a higher-priced item. You think if HEART RATE can offer a lower-priced duplicate of LIME ATHLETICS leggings, and market it with #dupe on TikTok, it would build the HEART RATE brand and sales.

You want the owner (participant) to determine whether or not to offer the duplicate and how doing so could affect the HEART RATE brand, competition and standards.

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. How is our primary market and LIME ATHLETICS' primary market different?
2. How can our brand use other social media platforms for marketing?

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
2024**

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

Participant: _____

**INSTRUCTIONAL AREA:
Product/Service Management**

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Determine initial feasibility of product idea?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Build corporate brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify internal and external service standards?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Determine factors affecting business risk?	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						