



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 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- 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

- Determine stakeholder expectations.
- Identify company's brand promise.
- Use creative problem-solving in business activities/decisions.
- Identify company's unique selling proposition.
- Build product/service brand.
- Build corporate brand.
- Explain the role of customer service in positioning/image.

CASE STUDY SITUATION

You are to assume the roles of business partners that have created HIGH CHAIR DELIVERY, a start-up that will deliver hand-made, organic baby food to customers in a large metropolitan area. The venture capitalist interested in investing (judge) has asked you to incorporate social responsibility methods into your proposal to be approved for financing.

HIGH CHAIR DELIVERY will be the third baby food delivery service in the area. The city is one of the largest in the country, with close to three million residents, so the market is not oversaturated with like companies. HIGH CHAIR DELIVERY has differentiated itself from the other two baby food delivery services by allowing customers no minimums when ordering. The other companies have a three-meal minimum.

The baby food made by HIGH CHAIR DELIVERY will be all organic and handmade; featuring high-quality grains, fruits, vegetables and proteins for a growing child. The food is pureed, finely chopped or ground to be an age-appropriate consistency and texture. The consistency and texture of the baby food will change as the child matures and has additional teeth. The target market for HIGH CHAIR DELIVERY is affluent parents that live in the city with a strong desire for the healthiest food choices for their young children.

The venture capitalist (judge) has sampled all of the company's products, likes that customers do not need a minimum order and feels that your start-up is worth the investment. However, the venture capitalist (judge) feels that for greater success and to make HIGH CHAIR DELIVERY stand out, the start-up needs to add a component of social responsibility.

The major city serviced by HIGH CHAIR DELIVERY has numerous neighborhoods that are considered food deserts. This means there are no stores in the vicinity that sell fresh fruits, vegetables, meats or other food items. The residents of these neighborhoods rely on corner stores that sell a limited supply of canned and bagged food items, but nothing fresh. The majority of the residents in these food desert neighborhoods are low-income and may not be able to afford HIGH CHAIR DELIVERY.

The venture capitalist (judge) wants you to add a social responsibility goal to your proposal surrounding the food desert neighborhoods in your service area. The venture capitalist (judge) wants you to determine:

- How HIGH CHAIR DELIVERY can service the low-income residents with babies living in food desert neighborhoods
- Reasons including service to low-income residents in food deserts is important
- Reasons why social responsibility is important
- How social responsibility will affect the image and positioning of HIGH CHAIR DELIVERY

You will present your social responsibility information to the venture capitalist (judge) in a meeting to take place in the venture capitalist's (judge's) office. The venture capitalist (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the venture capitalist's (judge's) questions, the venture capitalist (judge) will conclude the meeting by thanking you for your work.

JUDGE'S INSTRUCTIONS

You are to assume the role of a venture capitalist interested in investing in HIGH CHAIR DELIVERY, a start-up that will deliver hand-made, organic baby food to customers in a large metropolitan area. You have asked the two business partners that created the start-up (participant team) to incorporate social responsibility methods into their proposal to be approved for financing.

HIGH CHAIR DELIVERY will be the third baby food delivery service in the area. The city is one of the largest in the country, with close to three million residents, so the market is not oversaturated with like companies. HIGH CHAIR DELIVERY has differentiated itself from the other two baby food delivery services by allowing customers no minimums when ordering. The other companies have a three-meal minimum.

The baby food made by HIGH CHAIR DELIVERY will be all organic and handmade; featuring high-quality grains, fruits, vegetables and proteins for a growing child. The food is pureed, finely chopped or ground to an age-appropriate consistency and texture. The consistency and texture of the baby food will change as the child matures and has additional teeth. The target market for HIGH CHAIR DELIVERY is affluent parents that live in the city with a strong desire for the healthiest food choices for their young children.

You have sampled all of the company's products, like that customers do not need a minimum order and feel that the start-up is worth the investment. However, you feel that to see greater success and make HIGH CHAIR DELIVERY stand out, the start-up needs to add a component of social responsibility.

The major city serviced by HIGH CHAIR DELIVERY has numerous neighborhoods that are considered food deserts. This means there are no stores in the vicinity that sell fresh fruits, vegetables, meats or other food items. The residents of these neighborhoods rely on corner stores that sell a limited supply of canned and bagged food items, but nothing fresh. The majority of the residents in these food desert neighborhoods are low-income and may not be able to afford HIGH CHAIR DELIVERY.

You want the business partners (participant team) to add a social responsibility goal to the proposal surrounding the food desert neighborhoods in your service area. You want the business partners (participant team) to determine:

- How HIGH CHAIR DELIVERY can service the low-income residents with babies living in food desert neighborhoods
- Reasons including service to low-income residents in food deserts is important
- Reasons why social responsibility is important
- How social responsibility will affect the image and positioning of HIGH CHAIR DELIVERY

After the business partners (participant team) have presented ideas, you are to ask the following questions of each participant team:

1. Can we publicize our social responsibility acts without seeming arrogant?

2. Will our social responsibility initiatives change our target market?

Once the business partners (participant team) have answered your questions, you will conclude the meeting by thanking them for their work.

You are not to make any comments after the event is over except to thank the participants.

JUDGING THE PRESENTATION

Team members, assuming the role of a management team for the business represented, will analyze a case situation related to the chosen occupational area. The team will make decisions regarding the situation, and then make an oral presentation to the judge. The role of the judge is that of an executive for the business.

Participants will be evaluated according to the Evaluation Form.

Please place the name and identification number label on the Scantron sheet (unless it has already been done for you).

Participants will have a 30-minute preparation period and may make notes to use during the role-play.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask other questions for clarification specific to the current team.

After the questioning period, please thank the team and state that they will be notified of your decision soon. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A “Meets Expectations” rating means that the information is present well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your series director.

We thank you for your help.



ENTREPRENEURSHIP TEAM DECISION MAKING, 2018

JUDGE'S EVALUATION FORM SAMPLE

INSTRUCTIONAL AREA

Product/Service Management

Participant: _____

Participant: _____

I.D. Number: _____

Did the participant team:

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

1.	Determine stakeholder expectations?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify company's brand promise?	0-1-2-3	4-5-6	7-8	9-10	
3.	Use creative problem-solving in business activities/decisions?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify company's unique selling proposition?	0-1-2-3	4-5-6	7-8	9-10	
5.	Build product/service brand?	0-1-2-3	4-5-6	7-8	9-10	
6.	Build corporate brand?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain the role of customer service in positioning/image?	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