



CAREER CLUSTER

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 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 effective 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

1. Generate venture ideas.
2. Select target market.
3. Determine services to provide customers.
4. Identify company's unique selling proposition.
5. Explain the role of customer service in positioning/image.

EVENT SITUATION

You are to assume the role of an entrepreneur that has started a new mobile app based ridesharing company named PASSENGER. You met with a potential investor (judge) to secure funds for your endeavor. The potential investor (judge) wants you to add something extra to PASSENGER to make it unique, rather than simply copying other ride sharing apps' models.

Ride sharing applications were finally approved by city and county officials. The area has close to one million citizens and has three universities, six community colleges, two large hospitals and an international airport. The city also has standard city operations such as; public schools, parks, hotels, shopping centers and business parks.

Currently only one of the two most popular ridesharing companies is servicing the area. This helped guide your decision in developing PASSENGER. The area is definitely large enough to support more than one ride sharing application company. PASSENGER'S model works the same as other ride sharing companies; a mobile app is used to solicit rides from authorized drivers and all monetary transactions are completed through the mobile app.

The potential investor (judge) you met with agrees that the area is large enough to support PASSENGER as well as the more established and well known ride sharing service. The potential investor (judge) is still not fully committed to funding the idea, and has asked you to add to the idea.

The potential investor (judge) wants you to make an addition or change to PASSENGER that would make it your own, rather than simply a copy of the most popular ride sharing service. Thinking about the city and area, the investor (judge) wants you to determine how PASSENGER can be different, giving it a unique edge.

You will present your ideas to the potential investor (judge) in a role-play to take place in the investor's (judge's) office. The potential investor (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the potential investor's (judge's) questions, the investor (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's 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 potential investor, that has met with an entrepreneur (participant) that has started a new mobile app based ridesharing company named PASSENGER. You want the entrepreneur (participant) to add something extra to PASSENGER to make it unique, rather than simply copying other ride sharing apps' models.

Ride sharing applications were finally approved by city and county officials. The area has close to one million citizens and has three universities, six community colleges, two large hospitals and an international airport. The city also has standard city operations such as; public schools, parks, hotels, shopping centers and business parks.

Currently only one of the two most popular ridesharing companies is servicing the area. This helped guide the entrepreneur's (participant's) decision in developing PASSENGER. The area is definitely large enough to support more than one ride sharing application company. PASSENGER'S model works the same as other ride sharing companies; a mobile app is used to solicit rides from authorized drivers and all monetary transactions are completed through the mobile app.

You agree that the area is large enough to support PASSENGER as well as the more established and well known ride sharing service. You are still not fully committed to funding the idea, and have asked the entrepreneur (participant) to add to the idea.

You want the entrepreneur (participant) to make an addition or change to PASSENGER that would make it unique, rather than simply a copy of the most popular ride sharing service. Thinking about the city and area, you want the entrepreneur (participant) to determine how PASSENGER can be different, giving it a unique edge.

The participant will present ideas 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. Will your idea cause any backlash from the untargeted market?
2. What is the best way to reach the target market you chose?

Once the entrepreneur (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the entrepreneur (participant) for the work.

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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, 2018**

Participant: _____

JUDGE'S EVALUATION FORM

Sample Event

INSTRUCTIONAL AREA

Product/Service Management

| Did the participant: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Generate venture ideas? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 2. | Select target market? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 3. | Determine services to provide customers? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 4. | Identify company's unique selling proposition? | 0-1-2-3-4 | 5-6-7-8 | 9-10-11 | 12-13-14 | |
| 5. | Explain the role of customer service in positioning/image? | 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 | | | | | | |