



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Economics

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

- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Explain the concept of competition.
- Identify company's brand promise.
- Determine stakeholder expectations.

EVENT SITUATION

You are to assume the role of the owner of REPLACE-MEAT, a company that began as a small start-up selling fresh and frozen plant-based burgers. Your business partner (judge) wants you to analyze economic trends and product criticisms and make a decision.

REPLACE-MEAT'S burgers do not contain any animal meat, instead using plant-based ingredients. REPLACE-MEAT products are sold to consumers in both the freezer section and the meat section of retailers that sell food items. REPLACE-MEAT products are also sold to food service providers such as restaurants, catering companies, hospitals, schools and office cafeterias.

The company's retail channel net revenues were down 33.9% year over year, which has been attributed to weakening demand in the entire category. REPLACE-MEAT research showed that customers are unhappy with REPLACE-MEAT'S unhealthy ingredients list, citing high saturated fat content, high sodium content and lack of fiber. Customers claim that REPLACE-MEAT is unhealthy. The company's food service revenue remains high. The food service providers main focus is to have a meat substitute product available that tastes good.

REPLACE-MEAT has never claimed to be a health food. That perception is customer-based. REPLACE-MEAT is a meat substitute that tastes great and offers the great flavor of a burger to those that do not eat meat. The company could reduce saturated fat and sodium levels but test versions of the altered product do not have the same great taste.

Your business partner (judge) is concerned by the declining retail sales. Your business partner (judge) wants you to analyze the retail customer concerns, the possible changes to the product, benefits and risks associated with changes and stakeholder expectations. You must make a final decision on how to proceed.

You will present your analysis 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 analysis. After you have presented your analysis 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 the business partner of REPLACE-MEAT, a company that began as a small start-up selling fresh and frozen plant-based burgers. You want the owner (participant) to analyze economic trends and product criticisms and make a decision.

REPLACE-MEAT'S burgers do not contain any animal meat, instead using plant-based ingredients. REPLACE-MEAT products are sold to consumers in both the freezer section and the meat section of retailers that sell food items. REPLACE-MEAT products are also sold to food service providers such as restaurants, catering companies, hospitals, schools and office cafeterias.

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You are concerned by the declining retail sales. You want the owner (participant) to analyze the retail customer concerns, the possible changes to the product, benefits and risks associated with changes and stakeholder expectations. The owner (participant) must make a final decision on how to proceed.

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. Do we want to alter customer perception of our brand?
2. How does market saturation affect sales?

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 ICDC PRELIMINARY 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Economics

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify company's brand promise?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Determine stakeholder expectations?	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						