



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Strategic 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 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of business plans.
- Define business mission.
- Explain external planning considerations.
- Explain the nature of risk management.
- Identify capital resources needed for the venture.
- Explain the concept of marketing strategies.
- Determine feasibility of venture ideas.

CASE STUDY SITUATION

You are to assume the roles of partners that want to start a business. You will be meeting with a small business advisor (judge) to go over an outline of the business plan.

Together your team has saved \$100,000 to start a business. Your team lives in a large metropolitan area, and you are both extremely artistic.

A report shows that buildings with street art attract a younger, hipper demographic who have money and are willing to pay higher prices. Your team wants to start the business STREET ARTISTRY. As companies move into new buildings, they are looking for murals and other artistry to decorate the boring outside structure of the building. STREET ARTISTRY would provide murals and other artistry to both the outside and inside of buildings.

In the meeting with the small business advisor (judge), you must present an outline of a business plan that includes basic information: business description and mission, capital resources needed for the venture, and plans for marketing.

In addition, the small business advisor (judge) wants your team to explain external planning considerations, the risks involved with the business and how they will be managed. The small business advisor (judge) wants you to ultimately determine if the venture idea is feasible.

You will present the information to the small business advisor (judge) in a meeting to take place in the advisor's (judge's) office. The small business advisor (judge) will begin the meeting by greeting you and asking to hear the information. After you have presented the information and have answered the advisor's (judge's) questions, the advisor (judge) will conclude the meeting 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. Case Study Situation
3. Judge 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 team.

4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of a small business advisor meeting with partners that want to start a business (participant team). You will be meeting with the partners (participant team) to go over an outline of the business plan.

Together the partners (participant team) have saved \$100,000 to start a business. The partners (participant team) live in a large metropolitan area and are both extremely artistic.

A report shows that buildings with street art attract a younger, hipper demographic who have money and are willing to pay higher prices. The partners (participant team) want to start the business STREET ARTISTRY. As companies move into new buildings, they are looking for murals and other artistry to decorate the boring outside structure of the building. STREET ARTISTRY would provide murals and other artistry to both the outside and inside of buildings.

In the meeting the partners (participant team) must present an outline of a business plan that includes basic information: business description and mission, capital resources needed for the venture, and plans for marketing.

In addition, you want the partners (participant team) to explain external planning considerations, the risks involved with the business and how they will be managed. You want the partners (participant team) to ultimately determine if the venture idea is feasible.

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 the information.

During the course of the role-play, you are to ask the following questions of each participant team:

1. How is your business different than graffiti that is free?
2. How many staff would you need to hire at the start?

Once the partners (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the partners (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 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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



ENTREPRENEURSHIP TEAM DECISION MAKING 2024

JUDGE'S EVALUATION FORM ICDC PRELIMINARY

INSTRUCTIONAL AREA: Strategic Management

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of business plans?	0-1-2-3	4-5-6	7-8	9-10	
2.	Define business mission?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain external planning considerations?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of risk management?	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	
6.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
7.	Determine feasibility of venture ideas?	0-1-2-3	4-5-6	7-8	9-10	
21 st 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						