



**INSTRUCTIONAL AREA**  
Entrepreneurship

**ENTREPRENEURSHIP SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

**21<sup>st</sup> 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**

1. Describe the nature of entrepreneurship.
2. Describe processes used to acquire adequate financial resources for venture creation/start-up.
3. Select sources to finance venture creation/start-up.
4. Describe considerations in selecting capital resources.
5. Assess the costs/benefits associated with resources.

## **EVENT SITUATION**

You are to assume the role of a potential entrepreneur that that would like to open a pet grooming business. You must give a brief explanation of four different funding sources to your business partner (judge) and then explain which funding source is the best for your venture.

The city you live in has 150,000 residents and the only pet grooming service available is through veterinarian clinics or a national pet store chain. There are no independent pet groomers in the city. You have a fondness for animals and feel opening a pet grooming business would fulfill a need in the community and be a profitable venture.

To secure the physical location, insurance, supplies, staffing, marketing and other necessities, you will need \$400,000. You have four possibilities for securing \$400,000. You must explain the pros and cons of each funding source to your business partner (judge) and then explain which funding sources is the best choice for your endeavor.

1. Bank loan – You have a credit score of 800, a vehicle paid in full and a mortgage on a house.
2. Friends & Family – You have a grandparent and an aunt that have a number of assets and investments.
3. Venture capital – In exchange for equity stakes you could apply to have the \$400,000 covered in total.
4. Crowdfunding – The community has many animal lovers.

You will present your analysis and recommendation to your business partner (judge) in a role-play to take place in your office. The business partner (judge) will begin the role-play by greeting you and asking to hear about funding sources. After you have presented 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'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. 21<sup>st</sup> 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 business person partnering with an entrepreneur (participant) that that would like to open a pet grooming business. The entrepreneur (participant) must give a brief explanation of four different funding sources to you and then explain which funding source is the best for the venture.

The city you live in has 150,000 residents and the only pet grooming service available is through veterinarian clinics or a national pet store chain. There are no independent pet groomers in the city. The entrepreneur (participant) has a fondness for animals and feels opening a pet grooming business would fulfill a need in the community and be a profitable venture.

To secure the physical location, insurance, supplies, staffing, marketing and other necessities the entrepreneur (participant) will need \$400,000. The entrepreneur (participant) has four possibilities for securing \$400,000. The entrepreneur (participant) must explain the pros and cons of each funding source to you and then explain which funding sources is the best choice for the endeavor.

1. Bank loan – You have a credit score of 800, a vehicle paid in full and a mortgage on a house.
2. Friends & Family – The entrepreneur (participant) has a grandparent and an aunt that have a number of assets and investments.
3. Venture capital – In exchange for equity stakes you could apply to have the \$400,000 covered in total.

4. Crowdfunding – The community has many animal lovers.

The participant will explain funding sources to you in a role-play to take place in the entrepreneur's (participant's) office. You will begin the role-play by greeting the participant and asking to hear about funding sources.

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

1. Which funding source do you think is the worst decision and why?
2. Are we able to use more than one funding source? If so, would your initial funding source selection change?

Once the entrepreneur (participant) has explained funding sources and has answered your questions, you will conclude the role-play by thanking the entrepreneur (participant) for sharing the information.

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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**ENTREPRENEURSHIP SERIES, 2018**

Participant: \_\_\_\_\_

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

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Entrepreneurship

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the nature of entrepreneurship?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe processes used to acquire adequate financial resources for venture creation/start-up?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Select sources to finance venture creation/start-up?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Describe considerations in selecting capital resources?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Assess the costs/benefits associated with resources?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						