



## **CAREER CLUSTER**

Entrepreneurship

## **INSTRUCTIONAL AREA**

Entrepreneurship

# **ENTREPRENEURSHIP OPERATIONS EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific 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).
- Turn in all of your notes and event materials when you have completed the event.

## **GENERAL PERFORMANCE INDICATORS**

---

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

## **SPECIFIC PERFORMANCE INDICATORS**

---

- Develop plan to invest resources into improving current products or creating new ones.
- Assess the costs/benefits associated with resources.
- Evaluate risk-taking opportunities.
- Explain the concept of product mix.
- Determine services to provide customers.

## CASE STUDY SITUATION

---

You are the partner of an entrepreneur that started GLEAM, a mobile app that provides car washing services at customers' homes or places of work. The company began by providing the service in a city of 100,000 people. As the new company gained more and more customers and positive reviews, GLEAM was able to provide service in two other cities within two years. Now, seven years since its launch, GLEAM is available in 50 cities.

Customers with the GLEAM app request a car wash, providing an address. The GLEAM representative arrives in a company van, takes the keys to the customer's vehicle, and moves the vehicle onto a specially created foam mat that soaks up excess water and soap. The GLEAM company van holds all of the necessary tools needed to wash a vehicle, including water powered by a hose for rinsing. There is no money transferred in person; the fee is paid via the app and the customer may add a tip for the representative, if desired. GLEAM employees are paid per vehicle washed and are provided with marketing resources.

## YOUR CHALLENGE

---

Investors are pleased with the success of GLEAM in such a short time and have offered additional funding. The entrepreneur is unsure how to best use the additional funding. The entrepreneur is considering two options for the additional funding.

Option 1: With the business starting its 8<sup>th</sup> year, the GLEAM company vehicles, especially those from the first several years, are beginning to look worn and have had minor repair issues. The entrepreneur is considering improving or even upgrading the entire fleet of GLEAM company vans and supplies.

Option 2: Customers like GLEAM because they can have a service completed without leaving home or the office. The entrepreneur feels that people feel the same way about having their vehicle's oil changed. Nobody likes going to a service station to have the oil changed. The entrepreneur feels it would a great fit to widen the mix of services and add oil changes to the GLEAM menu.

You will meet with your business partner to discuss the following:

- Costs to consider associated with each option
- Benefits associated with each option
- If the risks are worth the possible benefits
- Develop a final plan for the additional funding

## 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.

<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 OPERATIONS  
2020**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Entrepreneurship

ID Number: \_\_\_\_\_

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Develop plan to invest resources into improving current products or creating new ones?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Assess the cost/benefits associated with resources?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Evaluate risk-taking opportunities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the concept of product mix?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Determine services to provide customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						