



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

- Generate venture ideas.
- Develop and/or provide product/service.
- Use creative problem-solving in business activities/decisions.
- Explain the nature of channel strategies.
- Identify company's unique selling proposition.

CASE STUDY SITUATION

You are the owner of the mobile app SHOPDELIVERY. SHOPDELIVERY works with food retailers in an area of 100,000 people to provide home or work delivery of groceries and other items. The app debuted one-year ago and has been quite successful. No other mobile app delivery services have entered the local market, making SHOPDELIVERY a monopoly.

As the owner of SHOPDELIVERY, your mission is to provide a needed service to community members that are unable to go to a grocery store due to time constraints or transportation issues. The majority of current SHOPDELIVERY customers work full-time and do not have time in their schedules to allow for grocery shopping. While you are thankful for the success of the app, you have quickly realized that there is a large market segment that SHOPDELIVERY is not reaching.

Due to the nature of the SHOPDELIVERY mobile app, the business is not reaching the large community of senior citizens living in the area that do not have smart phones or technology. The community has many senior citizen high rises, communities, and assisted-living facilities that allow seniors to have their own living spaces. Many of the seniors do not drive nor have family that can take them to the grocery store. The senior citizens are left with very few options for grocery shopping. The majority of these seniors do not have smart phones or technology available to use the SHOPDELIVERY service.

YOUR CHALLENGE

Reaching those unable to travel to grocery stores is part of SHOPDELIVERY's mission. Your business partner thinks it would benefit SHOPDELIVERY to find a way to reach the large and untapped market of senior citizens without technology.

Your business partner wants you to determine how SHOPDELIVERY can reach senior citizens in the community that live in senior high rises, senior communities, and in assisted-living facilities that do not have access to smart phones or other technology.

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 OPERATIONS
2021**

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
PERFORMANCE INDICATORS						
1.	Generate venture ideas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Develop and/or provide product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Use creative problem-solving in business activities/decisions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the nature of channel strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Identify company's unique selling proposition?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
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	
TOTAL SCORE						