



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Product/Service 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

- Determine initial feasibility of product idea.
- Adjust idea to create functional product.
- Determine services to provide customers.
- Build product/service brand.
- Explain the nature of overhead/operating costs.
- Determine factors affecting business risk.
- Explain the concept of competition.

CASE STUDY SITUATION

You are to assume the roles of small business consultants. The owner of a farm (judge) has asked your team for help in turning part of the property into a lodging facility.

HENDERSON FARM is located 40-miles from a large city and is a working farm with cows, pigs, goats and chickens. There are many dogs and horses that work on the farm, as well. The farm produces milk and eggs and has an extremely large garden and greenhouse that produces many fruits, vegetables and herbs.

The owner of HENDERSON FARM (judge) is interested in turning the 300 acre-farm into a lodging facility. HENDERSON FARM is located in a city of 1,000 people that has one dollar store, a convenience store and a restaurant. There are two cottages located on the perimeter of the property that once housed farmhands. One cottage has a bedroom with a queen-sized bed, bathroom and living area. The second cottage has a large bedroom with two full-sized beds, bathroom and living area.

Before the owner (judge) registers with an authorized online marketplace like AIRBNB, the owner (judge) has asked for your expertise in turning the farmhand cottages and HENDERSON FARM into an attractive destination for travelers looking for an escape.

The owner (judge) wants your team to analyze HENDERSON FARM and give the owner (judge) recommendations that will turn the property into an attractive destination on an online marketplace like AIRBNB. The owner (judge) also wants you to detail any overhead/operating costs and risks involved with this venture.

You will present your ideas to the owner (judge) in a meeting to take place in the owner's (judge's) office. The owner (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's (judge's) questions, the owner (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 the owner of HENDERSON FARM. You have asked two small business consultants (participant team) for help in turning part of the property into a lodging facility.

HENDERSON FARM is located 40-miles from a large city and is a working farm with cows, pigs, goats and chickens. There are many dogs and horses that work on the farm, as well. The farm produces milk and eggs and has an extremely large garden and greenhouse that produces many fruits, vegetables and herbs.

You are interested in turning the 300 acre-farm into a lodging facility. HENDERSON FARM is located in a city of 1,000 people that has one dollar store, a convenience store and a restaurant. There are two cottages located on the perimeter of the property that once housed farmhands. One cottage has a bedroom with a queen-sized bed, bathroom and living area. The second cottage has a large bedroom with two full-sized beds, bathroom and living area.

Before you register with an authorized online marketplace like AIRBNB, you have asked for the small business consultant's (participant team's) expertise in turning the farmhand cottages and HENDERSON FARM into an attractive destination for travelers looking for an escape.

You want the small business consultants (participant team) to analyze HENDERSON FARM and give you recommendations that will turn the property into an attractive destination on an online marketplace like AIRBNB. You also want the small business consultants (participant team) to detail any overhead/operating costs and risks involved with this venture.

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 their ideas.

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

1. Why should we partner with an online marketplace like AIRBNB rather than do it ourselves?
2. Why is customer service so important in a venture like mine? How can we "wow" our guests?

Once the small business consultants (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the small business consultants (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 2022

JUDGE'S EVALUATION FORM
DISTRICT EVENT

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

Participant: _____

ID Number: _____

| Did the participant team: | | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| PERFORMANCE INDICATORS | | | | | | |
| 1. | Determine initial feasibility of product idea? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 2. | Adjust idea to create functional product? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 3. | Determine services to provide customers? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 4. | Build product/service brand? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 5. | Explain the nature of overhead/operating costs? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 6. | Determine factors affecting business risk? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 7. | Explain the concept of competition? | 0-1-2-3 | 4-5-6 | 7-8 | 9-10 | |
| 21st 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 | | | | | | |