



# VIRTUAL CASE SIMULATION

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*Sponsored by Knowledge Matters*

Participants in the Collegiate DECA Virtual Case Simulation competition will take on the role of an entrepreneur in this interactive, browser-based simulation.

## ENTREPRENEURSHIP

### EVENT OVERVIEW

As entrepreneurs, students are in charge of doing the research, spotting the opportunity and starting their own business venture choosing from six different business options.

In this digital simulation, competitors will conduct surveys, analyze competitors, research the labor supply, raise capital and form their business. Competitors will be responsible for choosing their product offerings, setting prices, acquiring resources, organizing their business layout, building their team and creating effective advertisements. Participants will be able to open a maximum of two businesses, and they will work to grow their businesses to successful and profitable levels.

The simulation runs through two virtual years. Competitors' score is based on their personal net worth.

Participants can retry the simulation competition multiple times as they learn how the simulation works. Only their best score will count.

### AWARDS

1st place will receive \$500.

2nd place will receive \$250.

3rd place will receive \$100.

*Thank you to Knowledge Matters for sponsoring this virtual case simulation.*

### EVENT TIMELINE

Registration Opens	Monday, October 24, 2022
Competition Begins	Monday, November 7, 2022 at 10:00 a.m. ET
Competition Ends	Friday, November 18, 2022 at 5:00 p.m. ET

## 21<sup>st</sup> CENTURY SKILLS

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills



1 PARTICIPANT



ONLINE SIMULATION