



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Entrepreneurship

ENTREPRENEURSHIP SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Describe the nature of entrepreneurship.
- Explain the role requirements of entrepreneurs and owners.
- Describe entrepreneurial planning considerations.
- Assess start-up requirements.
- Assess the cost/benefits associated with resources.

EVENT SITUATION

You are to assume the role of a small business consultant. A client (judge) wants to start a business and has asked you for information about franchises.

The client (judge) lives in a rapidly growing city. The city currently does not have many restaurants or fitness studios and the client (judge) feels it would be smart to invest in opening a business.

The client's (judge's) first thought was to find zoned commercial space to lease and create a brand-new business. Then someone mentioned franchise opportunities to the client (judge). The client (judge) would like more information about franchises. Specifically, the client (judge) wants you to explain:

- The difference between a franchise and an independent business
- The pros/cons of franchising
- General start-up requirements in franchising
- Planning considerations when choosing a franchise

You will present information to the client (judge) in a role-play to take place in your office. The client (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented the information and have answered the client's (judge's) questions, the client (judge) will conclude the role-play 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. Event Situation
3. Judge Role-Play 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.
4. Judge Evaluation Instructions and Judge 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 client of a small business consultant (participant). You want to start a business and have asked the small business consultant (participant) for information about franchises.

You live in a rapidly growing city. The city currently does not have many restaurants or fitness studios and you feel it would be smart to invest in opening a business.

Your first thought was to find zoned commercial space to lease and create a brand-new business. Then someone mentioned franchise opportunities. You would like more information about franchises. Specifically, you want the small business consultant (participant) to explain:

- The difference between a franchise and an independent business
- The pros/cons of franchising
- General start-up requirements in franchising
- Planning considerations when choosing a franchise

The participant will present information to you in a role-play to take place in the participant's office. You will begin the role-play by greeting the participant and asking to hear about information.

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

1. Are there any franchises you would recommend in a city with very few restaurants and fitness studios?
2. What are some common methods to gain more start-up funding?

Once the small business consultant (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the small business consultant (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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 SERIES
2023**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Entrepreneurship

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the nature of entrepreneurship?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role requirements of entrepreneurs and owners?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe entrepreneurial planning considerations?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Assess start-up requirements?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Assess the cost/benefits associated with resources?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						