



**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Economics

## **ENTREPRENEURSHIP SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

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

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- 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**

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- Explain the concept of competition.
- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Explain the nature of channels of distribution.
- Build corporate brands.

## **EVENT SITUATION**

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You are to assume the role of the owner of VEGAN CRAVE, a vegan hamburger restaurant with 10 locations. The chain has received another round of funding and your business partner (judge) wants you to weigh the economic pros and cons associated with spending and make a final decision.

VEGAN CRAVE offers a full menu of vegan hamburgers and other sandwiches along with side items. The business saw success due to the quality of food, late night hours and delivery services. Currently there are 10 VEGAN CRAVE locations in three metropolitan areas.

VEGAN CRAVE was recently awarded another \$20 million in funding from investors. Your business partner (judge) has discussed two ideas for using the \$20 million and wants you to weigh the pros and cons of each idea and make a final decision.

Idea 1: Use the funding to open several new VEGAN CRAVE locations in other large cities

Idea 2: Use the funding to expand the brand with packaged food items for retail sales

Your business partner (judge) wants your analysis, final decision and explanation on how the final decision will effectively build the VEGAN CRAVE brand.

You will present your ideas to your business partner (judge) in a role-play to take place in the business partner's (judge's) office. The business partner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the business partner's (judge's) questions, the business partner (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of the business partner of VEGAN CRAVE, a vegan hamburger restaurant with 10 locations. The chain has received another round of funding and you want the owner (participant) to weigh the economic pros and cons associated with spending and make a final decision.

VEGAN CRAVE offers a full menu of vegan hamburgers and other sandwiches along with side items. The business saw success due to the quality of food, late night hours and delivery services. Currently there are 10 VEGAN CRAVE locations in three metropolitan areas.

VEGAN CRAVE was recently awarded another \$20 million in funding from investors. You have discussed two ideas for using the \$20 million and want the owner (participant) to weigh the pros and cons of each idea and make a final decision.

Idea 1: Use the funding to open several new VEGAN CRAVE locations in other large cities

Idea 2: Use the funding to expand the brand with packaged food items for retail sales

You want the owner's (participant's) analysis, final decision and explanation on how the final decision will effectively build the VEGAN CRAVE brand.

The participant 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 and asking to hear about his/her ideas.

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

1. Why should we make only one choice? Why not do both?
2. How can we identify if we have effectively built the VEGAN CRAVE brand?

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

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

## EVALUATION INSTRUCTIONS

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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 SERIES  
2023**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 1

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

**INSTRUCTIONAL AREA:**  
Economics

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

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of channels of distribution?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build corporate brands?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						