

Pitch and Interview with Judges - Judging Criteria

Key Areas Assessed by the Judges

1. Value added to previous stage(s): 40%
2. Understanding of how own business functions and scales: 40%
 - a. Pitching competences (verbal and non-verbal communication)
 - b. Business Competence
 - c. Relation to the environment
 - d. Attitudes: handle ambiguity & risk taking
3. The team: 20%

PURPOSE: Demonstrate the skills to use elevator pitch for presenting the priority items of own business; demonstrate an understanding of how businesses function.

Overall Judging Concept for the JA Enterprise Challenge

- Throughout the judging process, the judges think of themselves as potential investors in the companies that participate in the Challenge.
- The companies must meet the formal criteria for participation. The main aspect judges should look at is the Value each start-up is creating and its potential to grow.
- The company who has met the formal criteria and received the best scores from highest number of judges will win the Challenge.

As JA Europe intends to award a real investment in the winning company, the Pitch should make it easy for the judges to evaluate the potentials of the company and the team to become a successful business as well as to understand how investors will be able to track the success of the company on the real market.

CRITERIA

The pitch and interview will be conducted in the format of an investor conversation and will consist of: max. **2 minutes elevator pitch** + max. **10 minutes investor conversation** with Judges. The competing companies pitch their idea to the judges and then discuss the feasibility of the business and potential for growth.

The pitch is an opportunity for the students to try and sell their idea to get the judges motivated to explore the idea in greater detail; to make the judges consider “investing” in their company if relevant; and to solicit feedback from the judges on the progress and potential of the idea. During the interview, the judges will try to gain deeper understanding of the idea and find out if the students have a good knowledge of their idea and their business, good knowledge of finances, and understand the potential of their market (total addressable market). The judges will also be able to see how the students handle presentation and how they react to questions. The judges, based on their expertise, will also offer their opinions on the possible ways to successfully grow the business.

Company members, without the presence of advisers or teachers, will discuss with the panel of judges. Here, the students may bring their product or other material they need to make an effective presentation of their company.

Evaluation sheet: Pitch Interview closed doors

Team name: _____

CRITERIA	POINTS 1-5	WEIGHT	POINTS with weighting
Value added to previous stage: Innovation, Product development, Marketing Strategy, Financial plans and achievements, strategy etc.		4	
Verbal and Non-verbal communication To what extent are the students able to describe the experiences which they have gained through the efforts to realise their idea (that is the personal and professional gains which they have achieved)?		1	
Business Competence To which degree have the students realised their idea and achieved concrete results? To which degree have the students demonstrated an understanding of how to transform the learned theory into practice?		1	
Environment & Context To which degree do the students demonstrate knowledge about their own startup in relation to the surrounding world/environment? Are they able to analyse and evaluate their situation from an economical, social or cultural perspective? Can the team analyse the cultural context (customer values, beliefs and society norms) in the market they operate?		1	
Attitudes: handle ambiguity & risk taking To which degree are the students able to reflect on, act on, and react to, uncertain work assignments in relation with the strategy of their business idea? Can the team accept calculated risks? Can the team tolerate and admit their mistakes (does the team support this behaviour)?		1	
Team Motivation & Organisation Does the team have a clear common goal, with everyone contributing to it? To which degree have the students clarified their roles in the team in the future? Do the students show responsibility on their activities? Is there real leadership in the team?		2	
		Total max. 50	

OVERVIEW OF POINTS

1 - 2 points:	For the insecure, insufficient and non-satisfactory performance
3 points:	For the good performance
4 -5 points:	For the excellent performance with none or few inessential shortcomings