

On-Stage Presentation Judging Criteria

Key Areas Assessed by the Judges

1. Content, relevance, and format of the presentation: 45%
 - a. Presentation
 - b. Verbal and non-verbal communication
 - c. Team spirit, leadership & professionalism
 - d. Sales presentation techniques
2. Understanding of key elements of own business: 45%
 - a. Value proposition and unique selling points
3. Value added to previous stage(s): 10%

PURPOSE: Demonstrate how effective the team is in using their presentation skills to get a potential investor or partner excited about their business. The on-stage presentation also provides judges with an overview of the contestants and gives the public a short but interesting look at the companies.

Overall Judging Concept for the JA-YE 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 assess the potential of the company 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

All presentations must be made in English, (greetings and similar in another language are acceptable)

The maximum time allocated for each presentation is 4 minutes. Teams should be able to make a convincing case for their enterprise - using whatever means necessary. No rules as to content of the presentation and no restrictions on the use of technology. However, the presentation must be "live" (the students cannot simply use a video for example). It will allow the judges to understand how well the company has done to date and also the commercial proposition of the idea in their hands, lessons learnt and understanding of the business. This is also an opportunity for the students to pitch their businesses to a vast audience that could potentially be their future clients or partners. There will be no time for questions and answers so the team should convince the audience by a well prepared presentation.

If no remote control is available, the teams are allowed to make use of an official JA staff member handling the visual aids from a PC or likewise.

The host member must publish technical specifications/limitations for the stage presentation at least 2 weeks in advance of the competition.

Appendix: Judges Scoring Sheet
Evaluation sheet: On stage Presentation
Team name: _____

CRITERIA	POINTS 1-5	WEIGHT	POINTS with weighting
Quality of the presentation To which degree is the presentation structured, clear and easy to understand? To which degree is the visual identity consistent with the idea and target group?		1	
Verbal and non-verbal communication To which degree the idea is presented in an appealing way? To which degree is the idea presented in a form that grabs the attention?		1	
Team spirit, leadership & professionalism To which degree the students act professionally and extroverted? Are they appropriately dressed?		1	
Sales presentation techniques To which degree the students are able to sell their idea in a convincing manner? To which degree is it immediately obvious to the customer what the team is offering?		1	
Understanding of key elements of own business To which degree is the idea and the concept coherent and explicit? Is there clarity as well as Value Proposition and Unique Selling Points?		4	
Value added to previous stage		1	
		Total max. 90	

Minus points are deducted if the time limit is exceeded
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