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GEN 2023 E

EUROPE'S LARGEST ENTREPRENEURSHIP FESTIVAL



ISTANBUL



11 -14 JULY 2023



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COMPETITION GUIDELINES



AWARDS 1/2

SECONDARY LEVEL

TERTIARY LEVEL



JA INNOVATION OF THE YEAR

Solutions that are ready to go to market. Focus on product **innovation**



JA COMPANY/START-UP OF THE YEAR

Solutions that are ready to scale. Focus on **business performance**



SIGNATURE AWARDS

Thematic focus



ONLINE AWARDS

Thematic focus



AWARDS 2/2

	Eligibility	Jury	Stages	Winners
Main Awards	<p>Nominated/selected by JA Members (national winners);</p> <p>JA Members assign the category they will be competing in</p> <p>Jury can recommend reallocations</p>	Two jury groups (university and secondary)	<p>Report / Pitch Deck (online)</p> <p>Jury Interview (online)</p> <p>Stage Presentation (in-person)</p> <p>Stands Exhibition (in-person)</p>	<p>Four winners announced at Award Ceremony</p> <ul style="list-style-type: none"> • JA INNOVATION OF THE YEAR (SECONDARY) • JA COMPANY OF THE YEAR (SECONDARY) • JA INNOVATION OF THE YEAR (UNIVERSITY) • JA STARTUP OF THE YEAR (UNIVERSITY) <p>When applicable 1st and 2nd runner up will be communicated</p>
Signature Awards	<p>Nominated/selected by JA Members (national winners)</p> <p>Each jury group selects five teams</p>	One jury group per award	<p>Report / Pitch Deck (online)</p> <p>Jury Interview (online)</p> <p>Stage Presentation (in-person)</p> <p>Stands Exhibition (in-person)</p>	One winner per award announced at Award Ceremony
Online Awards	All teams participating in the JA Company Programme and JA Start-Up Programme can submit their application	One jury group per award	<p>Stands Exhibition (online)</p> <p>Jury Interview (online)</p>	One winner per award announced online

TIMELINE



12 June: Deadline for submission of report/pitch deck (virtual expo)



3-4 July: Main Jury Interviews (virtual expo)

5-7 July: Signature Jury Interviews (virtual expo)



12 July: Stage Presentations (in-person)

13 July: Stands Exhibition (in-person)

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GUIDELINES FOR MAIN AWARDS

JA INNOVATION OF THE YEAR
JA COMPANY/START-UP OF THE YEAR



EILIGIBILITY CRITERIA

Any Member of JA Europe can nominate one team in each education level – university and secondary (max. 2 teams). It is the responsibility of the JA member to assign the team to the main award category and ensure the team meets the necessary requirements. The members can consult with JA Europe to determine the most appropriate category to assign the teams.

Team Members

The number of official participants per team is limited to **min. 2 and max. 5 students**. A student may NOT attend as an official participant if he/she has participated as a member of a team in any of the past competitions at the same age level. If additional team members attend the event, they may NOT participate in any part of the competition.

Age requirements

Team members in the competition must be between 15-21 years old for the secondary level and between 18 and 30 years old for the tertiary level. Ages are counted at the date of the JA Competition.

Online Registration and virtual expo

All teams must be registered in order to participate. All competing teams need to be present at the virtual expo.

EILIGIBILITY CRITERIA

Stage of development

To compete in the JA Innovation track the companies must have a business plan in place and evidence of prototype while to be eligible for the JA Company/Start-up track the companies must have started operations and have evidence of sales. Companies can only participate if they have been operating/established for a maximum period of one-year (12 months).

Language

The official language of the competition is English. Teams who are not fluent in English are allowed to make use of an interpreter and/or a dictionary. The Competition is not designed to be a test of English however, a certain minimum level of English is expected. It does not have to be perfect but shall allow for normal/basic communication

Prohibited business activities

Prohibited business activities include adult entertainment, alcohol, tobacco and weapons.

For business activities that need licences for selling without any exception in the EU (e.g. cosmetics and hygiene products), the companies need to present their certificates in order to participate in the business track of the competition.

STAGES OF COMPETITION



Report / Pitch Deck provides an opportunity to demonstrate the skills in creating a printed document that gets the reader excited about the company and its business.



Jury Interview provides an opportunity to demonstrate the negotiation and sales conversation skills of the whole team, but it also allows the members to demonstrate the scope of skills and competences that have been developed through the program experience.



Stage Presentation provides an opportunity to demonstrate, by making a presentation in front of the public, how effective the team is in getting a potential business partner (e.g. an investor, a distributor, etc.) excited about the business.



Stands Exhibition provides an when offering the product/service to a potential customer. opportunity to demonstrate how effective the team is in utilizing the expo setting for presenting and marketing their business and their selling techniques

COMPETITION CRITERIA

JA INNOVATION

Innovation and Value Creation 30%	Market & Competition 30%	Finances 15%	Management & Team 15%	Ability to Demonstrate Achievements in Learning 10%
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JA COMPANY/START-UP

Innovation and Value Creation 15%	Market & Competition 15%	Finances 30%	Management & Team 30%	Ability to Demonstrate Achievements in Learning 10%
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CRITERIA	JA INNOVATION	JA COMPANY/START-UP
Innovation and Value Creation	<p>1. How well is the <u>business problem</u> and opportunity clearly defined?</p> <p>2. How does the <u>solution</u> fulfil a customer need, has resonance and desirability?</p> <p>3. How <u>impactful</u> is the proposed solution on society & human lives (social, ethical and environmental issues)?</p>	
Market and Competition	<p>4. Did the team clearly identify the <u>target market</u> and the <u>market potential</u> of their product/service?</p> <p>5. Did the team show an understanding of their <u>competition</u> and their <u>product/service differentiation</u> in relation to them?</p>	
Finances	<p>6. How compelling is the <u>business model</u> (realistic and viable)? How reasonable are the financial projections?</p>	<p>6.1 How compelling is the <u>business model</u> (realistic and viable)? Were objectives reviewed and updated regularly?</p> <p>6.2. To what extent has the company a good <u>financial performance</u> and financial controls in place?</p>
Management & Team	<p>7. Does the <u>team</u> exhibit the experience and skills required for operation? Has the team managed to recruit advisors when needed?</p>	<p>7.1 Does the <u>team</u> exhibit the experience and skills required for operation? Has the team managed to recruit advisors when needed?</p> <p>7.2 To what extent has the company operated effectively and has an effective system to manage and record its <u>operations</u>?</p>
Ability to Demonstrate Achievements in Learning	<p>8. To what extent are team members able to reflect on competence development (creativity, self-efficacy, taking initiative, teamwork, resourcefulness, perseverance, taking responsibility)?</p>	

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ANNEX: TECHNICAL DETAILS



REPORT (COMPANY/START-UP) OR PITCH DECK (INNOVATION)

- The Report/Pitch Deck must be submitted in English.
- Maximum 10 pages/slides. The 10 pages/slides exclude the front and back cover pages. No appendices are allowed.
- Front cover should include company name, year of operation, country and contact details.
- The Report/Pitch Deck must be submitted in PDF format. The size of the file is limited to 5 MB.
- The Report/Pitch Deck must be written by the team and should be original and innovative in approach, as opposed to being based on a template from previous years.
- Recommended content detailed in the next slide

<ul style="list-style-type: none"> • Summary: should not exceed one page and should provide the essential information about the company/start-up. 	
<ul style="list-style-type: none"> • Problem: Detail the problem you are solving and who has the problem. You can talk about the current solutions in the market, but don't spend too much time (see point below - competition). 	<ul style="list-style-type: none"> • Problem: Detail the problem you are solving and who has the problem. You can talk about the current solutions in the market, but don't spend too much time (see point below - competition).
<ul style="list-style-type: none"> • Solution: Describe your product or service. How customers use your product and how it addresses the problems that you outlined. What features and benefits of your product/service brings. Detail the current stage of development and if proprietary or not and perhaps an innovative approach. 	<ul style="list-style-type: none"> • Solution: Describe your product or service. How customers use your product and how it addresses the problems that you outlined. What features and benefits of your product/service brings. Detail the current stage of development and if proprietary or not and perhaps an innovative approach.
<ul style="list-style-type: none"> • Target market and opportunity: Define market size & your customer base. Explain who your ideal customer is and how many of them there are. What is the total market size and how do you position your company in the market? If you can find the data, investors will want to know how much people or businesses currently spend in the market to get a sense of the total market size. This is where you tell the story about the scope and scale of the problem you are solving. Since you have sales include and indication of market acceptance. 	<ul style="list-style-type: none"> • Target market and opportunity: Define market size & your customer base. Explain who your ideal customer is and how many of them there are. What is the total market size and how do you position your company in the market? If you can find the data, investors will want to know how much people or businesses currently spend in the market to get a sense of the total market size. This is where you tell the story about the scope and scale of the problem you are solving.
<ul style="list-style-type: none"> • Competition: Describe how you fit into the competitive landscape and how you're different from the competitors and alternatives that are on the market today. 	<ul style="list-style-type: none"> • Competition: Describe how you fit into the competitive landscape and how you're different from the competitors and alternatives that are on the market today.
<ul style="list-style-type: none"> • Market Approach & Sales: Outline your marketing and sales activities. You'll want to detail the key tactics that you used to grow your business. 	<ul style="list-style-type: none"> • Market Approach :Outline your marketing and sales plan. You'll want to detail the key tactics that you intend to use to grow your business. How are you planning on getting customers' attention and what will your sales process look like?
<ul style="list-style-type: none"> • Management & Team: Highlight the organisational structure and internal communication activities. The ability of the team (management understanding) to execute strategy according to the learning demonstrated by the team in accordance to experienced difficulties and positive reinforcements during the company performance. Use of business advisor and link-teacher. 	<ul style="list-style-type: none"> • Team: Highlight the key team members, their successes, and the key expertise that they bring to the table. Why are you and your team the right people to build and grow this company? What experience do you have that others don't?
<ul style="list-style-type: none"> • Business Performance and Profitability: Present the profitability of the company – where the profits came from and why (gross and net margin, fixed versus variable costs). Explain the determinants of the profitability, how scalable the business is and how revenues, costs and profit would change with an expansion. 	<ul style="list-style-type: none"> • Business Model: Highlight your key revenue streams. How do you make money?
<ul style="list-style-type: none"> • Financials (realised): provides an analysis of financials as well as the information about (a) liquidation and proposed allocation of earnings, (b) required funds and utilisation of funds, (c) share-holder capital, (d) financial assumptions, and (e) comparison with the initial financial forecasts. Additional line items are allowed if needed to create a true picture of the finances of the company. The statements may be presented monthly, quarterly or as an annual summary (recommended) and should include footnotes. Profit and Loss Account and Balance Sheet must be presented. All financial information must be presented in euros 	<ul style="list-style-type: none"> • Financials (projections): provide the financial projections. Limit yourself to charts that show sales, total customers, total expenses, and profits. All financial information must be presented in euros.
<ul style="list-style-type: none"> • Future Plans 	<ul style="list-style-type: none"> • Future Plans: Make your 'Ask' (funding, mentoring, market access etc.); why you need the investment you are asking for and how you plan on using it.

JURY INTERVIEWS

- Timing: max. 10 minutes' interview with the judges (or max. 15 minutes for teams using interpreters).
- The interview will be done on an on-line video conferencing platform - students and jury members do not need to gather in person. Each member of the team and the jury members will be given a login for the session – the interviews will be private – only students and judges. A JA Europe team member will facilitate each interview session
- If required by the participants, test checks can be organised before the official interview

STAGE PRESENTATION

- Each team has a four (4) minutes' long time slot to make their stage presentation.
- All presentations must be made in English (greetings and similar expressions in another language are acceptable)
- All presentation related actions (such as videos) must be performed within the allocated time slot.
- Presentations will normally take place before a large audience in an auditorium. *In the case of unforeseeable circumstances that prevent a team competing to participate in the live similar conditions must be made available for the team to perform it online (e.g. access to quality internet connection, computer, etc). In this scenario all pitches must be done in the same room alternating between live and online ones.*
- There will be a rehearsal prior to the presentation, at a time decided by the host organisation.
- The host Member will provide, preferably in the joining instructions, a set of specifications regarding technical support and presentation software available at the venue.

STAND EXHIBITION (ON SITE)

- Each team will have access to one stand. The stands must display: (1) Name of the company and the country; (2) Product and/or demonstration of Service. *In the case of unforeseeable circumstances that prevent a team competing for the JA Business of the year to participate in the physical exhibition, the team must make available their product to judges (using post). In addition, the jury will alternatively visit the team's stand in the virtual exhibition.*
- The period allocated for the exhibition should not exceed a reasonable level (3 hours are recommended). At least one member of the team must be always present.
- The judges visit to each stand will take max. 10 minutes or max. 15 minutes in case a team uses an interpreter. The actual time of verbal interaction can be further limited by the judges as they may also use the opportunity to observe teams in action when presenting to the public/visitors.
- One Adviser or Link Teacher is allowed to be at the stand during the interviews with the judges. Although the Judges may also ask him/her a question, he/she is expected to stay passive during the interaction with the team members.

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