

JA COMMUNICATIONS IN EUROPE

6 June 2023



Member of
JA Worldwide



#GEN_E

GEN-E 2023



24 MAY: OFFICIAL OPENING AND VIRTUAL EXPO LIVE DAY

10:00 – 12:00
Official Opening & LIVE
Visits of stands



14:00 – 16:00
LIVE Virtual Job Fair



LIVE Interviews with
Online Awards Juries



**THANK
YOU!!**

JA STRATEGY TO ACCELERATE DIGITAL

GEN 2023 E VIRTUAL EXPO



+ Pan-European student company registration platform for all JA businesses

1090
JA Companies & Start Ups Registered

521
Virtual Stands Built

1012
Online Awards Applications

engaging
41
Members

GEN 2023 E VIRTUAL JOB FAIR

Connecting partners with youth & bridge from JA experience to further opportunities



FIRST ANALYTICS Gen-E Opening Day & Online Week:

35,000 Unique Users

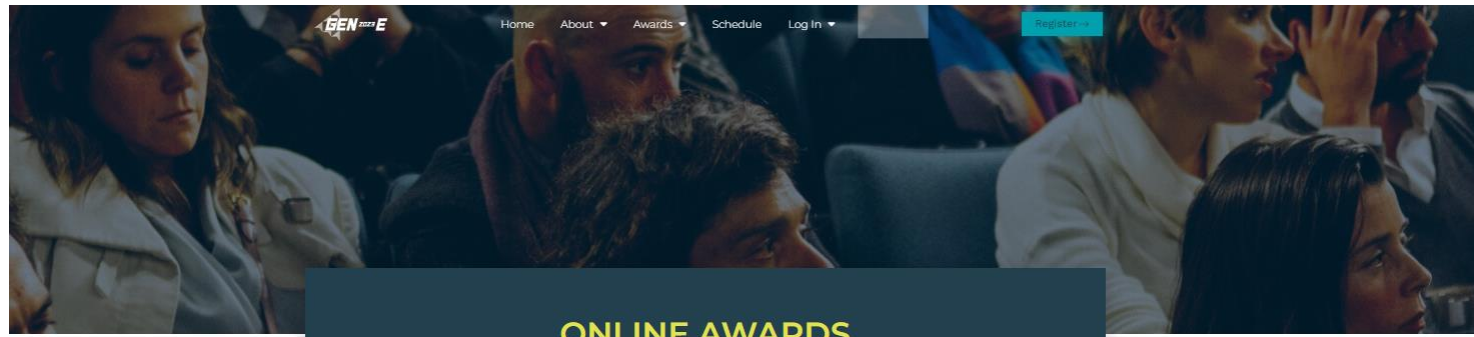
331,000 Page Views

350 % YoY growth

74,4% on Mobile Device



NAVIGATE IT



ONLINE AWARDS

SECONDARY LEVEL

UNIVERSITY LEVEL



BRILLIANT STEM INNOVATION AWARD

This award recognizes mini-companies that have incorporated innovative science, technology, engineering and math strategies and practices aimed at creating positive community impact.

[LEARN MORE](#)



GREEN MANUFACTURING AWARD BY EIT MANUFACTURING

This award recognizes teams who have developed innovative products or services that use fewer natural resources, reduce pollution and waste, recycle and reuse materials, and/or develop new processes to reduce manufacturing resources and moderate emissions in their processes.

[LEARN MORE](#)



FUTURE FOOD SOLUTIONS AWARD BY EIT FOOD

This award recognizes the Start-Up team which has developed an innovative product or service that positively contributes to healthier, more resilient, affordable and healthier food, a resilient food system and managing risk for a fair and resilient food system.


[LEARN MORE](#)



GREEN MANUFACTURING AWARD BY EIT MANUFACTURING

This award recognizes teams who have developed innovative products or services that use fewer natural resources, reduce pollution and waste, recycle and reuse materials, and/or develop new processes to reduce manufacturing resources and moderate emissions in their processes.

[LEARN MORE](#)



PMIEF BEST APPLICATION OF PROJECT MANAGEMENT AWARD

This award recognizes excellence in project management practice including superior planning, organization, innovation, execution and positive impacts on society.

[LEARN MORE](#)



INTEL® AI INNOVATORS AWARD

This award recognizes teams who have used the AI tools and methodologies responsibly to create purposeful solutions that address various local and global challenges.

[LEARN MORE](#)



EUROPEN MARKET EXPANSION AWARD

This award recognizes the Start-Up team that has understood and demonstrated its ability to explore the opportunities, recognized problems and found solutions to open its business across different markets in Europe.

[LEARN MORE](#)



INTEL® AI INNOVATORS AWARD

This award recognizes teams who have used the AI tools and methodologies responsibly to create purposeful solutions that address various local and global challenges.

[LEARN MORE](#)



UNICEF SOCIAL COHESION AWARD

This award recognizes teams who have developed solutions that address pressing social issues and make a significant contribution to social cohesion in an innovative and effective way.

[LEARN MORE](#)

WINNERS ANNOUNCEMENT ON SOCIAL MEDIA TIMELINE AND FORMAT

5 June: Social Innovation Award by NN Group

6 June: Brilliant STEM Innovation Award by Johnson & Johnson

7 June: Green Manufacturing Award by EIT Manufacturing and EUROOPEN Market Expansion Award

9 June: PMIEF Best Application of Project Management Award and UNICEF Social Cohesion Award

12 June: Intel AI Innovators Award and Future Food Solutions Award by EIT Food



**@ YOUR
SOCIAL
MEDIA
CHANNELS
TOO!**

GEN-E 2023 PUBLIC CHOICE AWARD

We love to have
YOUR participation and **YOUR**
voice at GEN-E 2023 on
25 May, 2023.

We invite to you to participate in
GEN-E 2023 by voting for the best
#JACompany and #JAStartUp

Check out the #Gen_EVirtual Expo and vote for your favourite!

[GEN-E.EU](https://www.gen-e.eu)



JA STUDENTS CAN WIN AN IPHONE 13!

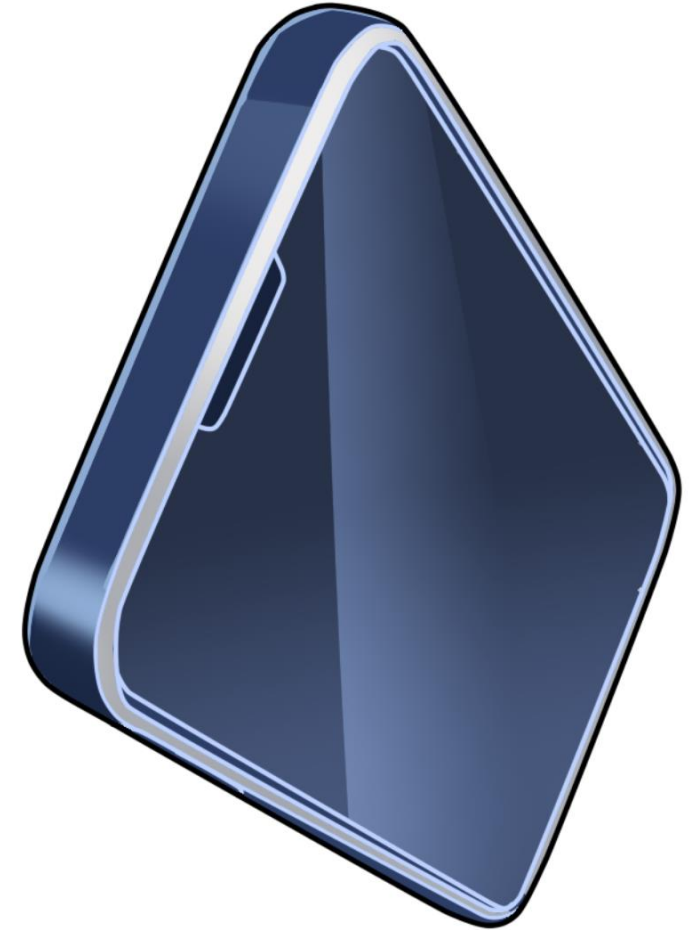
JA Students can join the ultimate challenge and get a chance to win an iPhone 13!

Students are challenged to create the most captivating and innovative Reel about #Gen_E 2023, showcasing their entrepreneurial spirit and ideas.

Criteria:

- Individual Instagram account
- Most creative Instagram Reel using #Gen_E hashtag including @jaeurope and @salvatorenigroofficial
- Deadline 1 September

[CHECK OUT THIS VIDEO TO LEARN MORE!](#)



#GEN_E

JA EUROPE PODCAST



PODCAST

- Episodes of 15 minutes (the podcast is planned to be published on a weekly basis, an episode for each partner)
- The second season of this podcast will be uploaded from April 2023 onwards
- People attending each episode:
 - a host from JA Europe,
 - a partner's expert
 - Online Award winning team 2023!



PODCAST RECORDING

RECORDING DATES	PARTNER	2023 ONLINE WINNERS	FIELD	TOPIC TBC
13th June	Johnson&Johnson	TBC	N/A	Youth, STEM Education and a positive impact
16th June	EUROPEN	TBC	N/A	What opportunities brings a market expansion?
19th June	Intel	TBC	N/A	AI tools and methodologies in todays businesses
21th June	NN	TBC	N/A	TBC
23th June	EIT Manufacturing	TBC	N/A	Is it possible to have businesses that doesn't affect our natural resources?
26th June	EUROPEN	TBC	N/A	What opportunities brings a market expansion?
27th June	Unicef	TBC	N/A	The role of business in promoting social cohesion

#GEN_E

The Entrepreneurial School Awards (TES) 2023



The Entrepreneurial School (TES) Awards

- Online announcement of Europe's most Entrepreneurial Schools on **15 June**
- School representatives on stage in Istanbul at Gen-E 2023 Awards' Ceremony on **13 July**



#GEN_E

Main Competition & European Signature Awards



Timeline

- **12 June** – Submission of Report / Pitch Deck – via Expo Stand
- Interview Schedules announcements to JA offices
 - **29th June** – Main Competitions Schedule announcement
 - **30th June** – Top 5 teams for European Signature Awards Schedule Announcement
- **3rd July** – Main Competition Interviews – University Level
- **4th July** – Main Competition Interviews – Upper Secondary Level
- **5th – 7th July** – European Signature Award Interviews – both levels
- **11th – 14th July** – Gen-E in Istanbul

Competition Track & Submissions

Choose ONE Track for both levels

(on registration form & via email to Bruno)

- **JA Innovation**
Pitch Deck
- **JA Company/Start-Up**
(Business) - Report



Competition Guidelines



Report (JA Company/Start-up)	Pitch deck (JA Innovation)
<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 an 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.

#GEN_E

WHAT CAN YOU EXPECT FROM THE ISTANBUL EXPERIENCE?



WHO IS JOINING US



MARGRETHE VESTAGER

Executive Vice President of the European Commission for A Europe Fit for the Digital Age



ANNIKA GROSSE

Europe Data & AI Lead at Avanade



JANET JOHNSTONE

BNY Mellon
Chief Administrative Officer



EVRYM BAYAM PAKIS

Vice President of People and Corporate Development & Executive Committee Member at Orhan Holding

WHO IS JOINING US



FEYZA NARLI

General Manager,
ManpowerGroup Türkiye



ADAM WARBY

Chairman of JA Europe
CEO Emeritus of Avanade



ASHEESH ADVANI

President & CEO of
JA Worldwide



SALVATORE NIGRO

CEO of JA Europe

Your Experience in ISTANBUL

Gen-E 2023 is a Non-Alcoholic Event

Airport Transfers x 2



All Events at the WOW Conference Centre & Hotel



11th July Neon Party



12th July Istanbul Bosphorus Boat Tour & Dinner

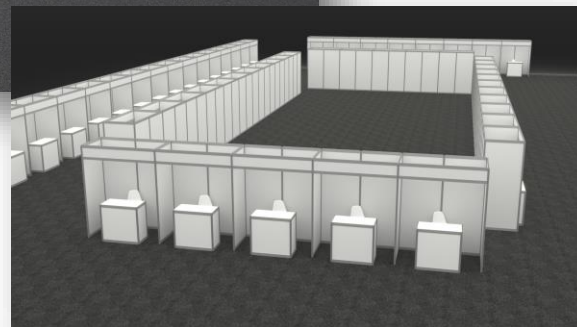
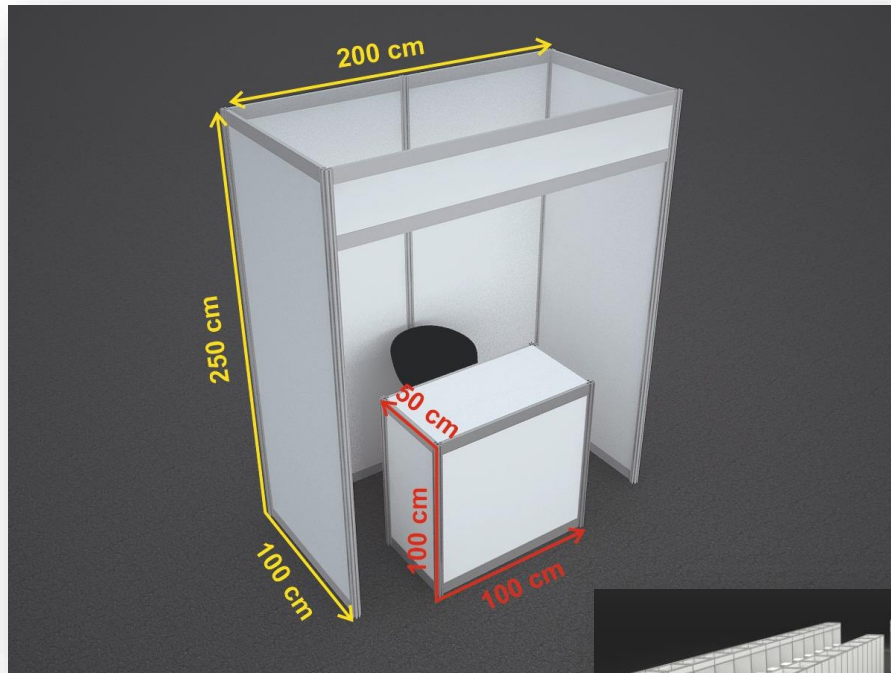


13th July Gen-E 2023 Awards Dinner



The Expo

13th July 2023



Competing Teams

- Competing - National Winners - Upper-Secondary Level
- Competing - National Winners - University Level

Non-Competing Teams

- Online Award Winners
- Hackathon Winning Teams including Toyota Hydrogen Society Innovation Camp, Foodathon and the Social Innovation Relay

How to Get there? - Registration Process



Gen-E 2023 Final Registration

Dear ExampleContactFirstName,

This correspondence is meant for a country coordinator who will register the group - please refer to instructions below in Step 1.

Gen-E 2023 is only 2 months away and we are ready for you and your finalists with the programme in Istanbul kicking off on 11 July 2023!

In preparation for the Istanbul experience we are launching the FINAL REGISTRATION for the Main Competition Group!

STEP 1 - Read these instructions about how to complete this registration. [Gen-E in Istanbul Documentation – Gen-e 2023](#)

Accessible via [www.gen-e.eu Staff Dashboard](#).

*Please note that this is the registration for the Logistical purposes and **NOT for the Competition Uploads**. All Competition Elements are to be uploaded via the Virtual Expo Stand. A Separate registration will be provided for TES Teachers, Hackathon Students & Teachers and Online Award Winners).*

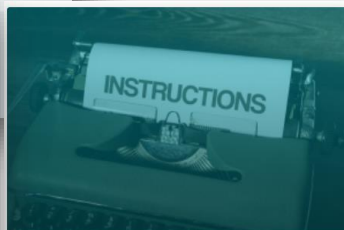
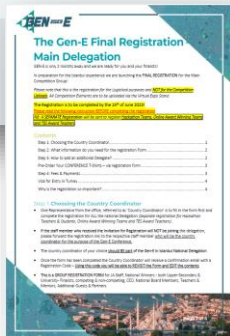
STEP 2 - Register below

Step 4

Register Now!

Kindly complete all information **by the 15th of June 2023.**

Sincerely,
JA Europe & JA Türkiye
event@gen-e.eu



Gen-E In Istanbul Documentation

- **Step 1:** Main Coordinators should have received a direct invitation with *subject line: Final Registration for Gen-E 2023 ; from event@gen-e.eu*
- **Step 2:** Read Instruction Manual found on the Dashboard
- **Step 3:** Collect the Consent Forms for ALL Delegates
- **Step 4:** Start filling in the Registration Form – Access through the Invite – First input will always be the Country Coordinator for the purpose of Gen-E 2023 who will register all the delegation from the JA Office.

Notes:

- Once you submit the first round of registrations the Country Coordinator will receive an email confirmation providing a Confirmation Number – to Access, Edit the registration and add additional group members if needed.

*TES Teachers – Separate Registration & Instructions
Online Award & Hackathon - Separate Instructions*

Pre-Order your Gen-E 2023 T-shirt

€10 per t-shirt

Very Limited stock on-site



Fees for additional delegates & Payments

9th January

Early Bird Registration– All Invoices
Issues and Paid – *Thankyou*
€ 650 – Students
€ 750 - Adults

1st Feb

Main Registration
€ 750 - Student
€ 850 – Adult

28th May

Final Registration
€ 750 - Student
€ 850 – Adult

15th June

Late Registration
€ 850 - Student
€ 950 – Adult

30th June

Additional Nights

€139 - Single
€151 - Double

Payments

Additional Delegates – by Invoice
Additional Nights – at hotel
T-shirts – Case by case

Partners & Jury Fee
for Gen-E 2023
€ 850 – Adults

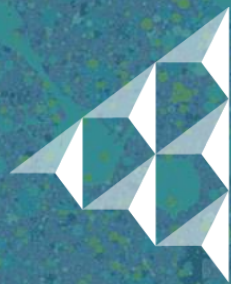
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THANK YOU!

JA Europe Communication & Marketing team

