

COMPETITION CRITERIA

Video Commercial max. 50 points

Originality	max. 10 points
Content and relevance	max. 30 points
Visual solutions	max. 10 points

Interview at Stand* max. 60 points

Student Company business plan	max. 10 points
Innovation, value creation, and creativity	max. 10 points
Product/service development and customer	max. 10 points
Financial performance	max. 10 points
Objective setting, planning/review and company administration	max. 10 points
Ability to demonstrate achievements in learning	max. 10 points

Pitch Presentation max. 50 points

Structure and relevance of the presentation	max. 30 points
Delivery technique and visual aids, originality	max. 20 points

Total max. 160 points

**Competition criteria are based on a Company of the Year Competition methodology.*

The winners of the first places will be decided by the Jury after Panel Interviews with TOP 5 student companies that will get the highest score in total during all competition stages.