

INNOVATIVE BUSINESS'20

1-3 APRIL 2020

KAUNAS LITHUANIA

JA Marketplace 2020

International Student Companies expo



COMPETITION GUIDELINES & CRITERIA

THE THREE STAGES

The Competition includes the following stages:

1. **Video Commercial** – an advertisement for your product or service;
2. **Trade Fair** – ability to demonstrate learning achievements and communication in business language (**Interview at Stand**);
3. **Pitch Presentation** – an oral presentation in front of an audience.

At each of these stages the judges assess all aspects of the Company performance against the Competition criteria.

The **Video Commercial** provides an opportunity to advertise your product or service to the market. The goal of a video commercial is to promote a product, service or brand, reach the target audience and raise awareness.

The **Interview at Stand** provides an opportunity to demonstrate how effective the team is in utilizing the trade fair setting for presenting their business and their selling techniques when offering the product/service to a potential customer. Also, it is an opportunity to demonstrate team's work, lessons learnt, challenges overcome, creative solutions found to respond the problems in business activity.

The **Pitch 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.

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.

VIDEO COMMERCIAL GUIDELINES

Task: to make a video commercial for your product or service

Goal: Introduce a product or service to the marketplace.

Time: Length limit of the video is 90 sec.

Form: Upload the video to youtube, make it public for everyone and send the link.

Award: All videos will be evaluated by jury and rewarded by points accordingly.

Criteria

Clear relevance: All information should be relevant to what you are advertising. For example, all submitted advertisement creative fields must represent the same Student Company and be relevant to the promoted product.

Clear content: All information and media in ads should be easily understandable and clearly identify the product, service, or entity you are advertising. Videos must include a name or logo that clearly represents the Student Company, product, or service in the video.

Target audience: Choose an audience for your video. Target your solution to be relevant to them.

Originality: Innovative approach, creativity and smart visual solutions are welcome. Use your imagination to attract the viewers. Establish a tone for your video. If you want to be funny, use witty, clever puns to get your point across, but do not distract viewers from your overall message. Choose appropriate music to help guide your audience into the right mood.

Visual solution: Video should be catchy and memorable. Visualize your advertisement to keep attention of the audience. You can use video, skits, pictures, voice over, music, flip-books – the sky is the limit!

Video quality: All videos used in advertising must meet certain quality standards. Upload your videos to youtube with the best quality you can.

Copyrights: To advertise copyrighted content, you must either own the copyright or be legally authorized to advertise with it.

Shocking content: Content that could be shocking for users is not allowed in any ads. Some examples include obscene language, gruesome imagery, and gore.

PITCH GUIDELINES

Task: to make a pitch with a topic “Innovative Business”

Goal: To reveal how **innovative** your product/service is. Every product/service is unique in one way or another.

Time: You will have **2 minutes** on the stage. Presentations will be made during the stand session.

Form: Presentation should be vocal in English. You can use PowerPoint® slides if necessary. Slides will have to be uploaded no later than **27th of March**.

Award: All pitches will be evaluated by the jury and rewarded by points accordingly.

Questions you should try to answer

1. What is the PROBLEM?
2. What is your SOLUTION?
3. Where is INNOVATIVE approach and what makes you so SPECIAL?

Criteria

Creativity: A demonstration that the proposed solution displays a unique approach. Does the proposal approach the social problem in an innovative, exciting, and dynamic way?

Sustainability: Long-term prospects for viability and success. Does it consider the different dimensions of financial and social sustainability in a conscientious manner?

Assessing the Need: An analysis of the social issue and its affected population. Does the proposed venture address a significant and critical social problem?

Presentation: Overall effectiveness of the actual presentation.
 Did the presenter(s) engage the audience and hold their attention?
 Did the presenter(s) appear to speak with confidence authority?
 Were visual aids (i.e. PowerPoint® slides) clear and valuable?
 Was the pitch exciting and compelling?
 How efficiently did the team allot their time?

CONTACTS

Rasa Valaitytė
Project coordinator

+3706 17 07661
rasa@lja.lt

If you have any questions, write to the contact person



LET'S MEET TO INNOVATE!