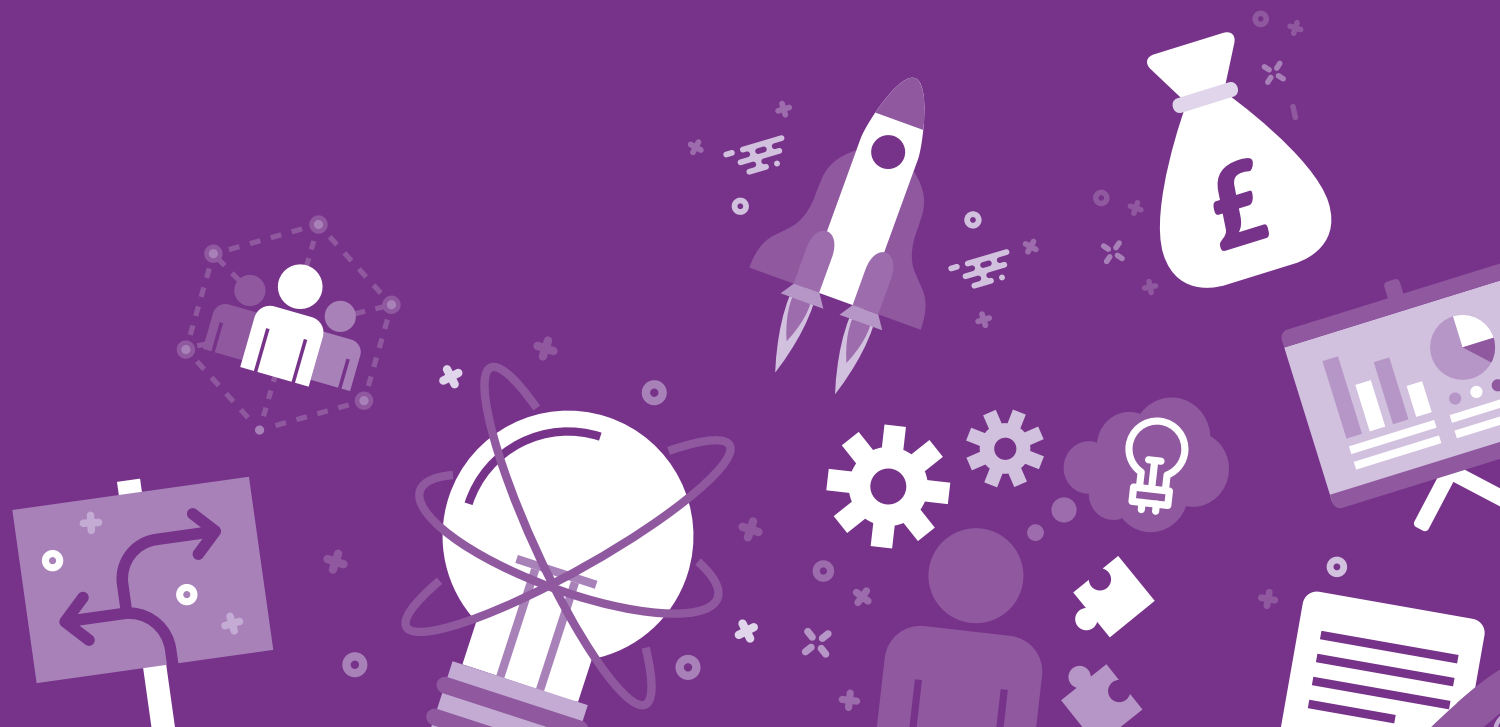


YOUNG ENTERPRISE COMPANY OF THE YEAR COMPETITION GUIDELINES AND JUDGING CRITERIA 2018



The Young Enterprise Company of the Year Competition 2018

The Young Enterprise Company of the Year Competition celebrates the achievements of students and their student companies.

The greatest benefit to students comes from actively participating in the Company Programme. The competition is part of this journey and will provide many opportunities to further develop and demonstrate employability skills as they prepare and compete. Reflection to understand individual and student company development and achievements is an important part of the

competition process. Student companies are encouraged to build on this by continuing to operate until the end of the academic year (31 July) even if they do not progress past the Area Showcase level.

The competition starts with a local Area Showcase event for all participating student companies. The best teams then compete in further rounds at County, Regional and National level until we find our winning Student Company of the Year. This successful team then represents the UK in the European Company of the Year Competition.

JUDGING

The format and rules for these four components are set out on page 3. The interview carries 40% of the available marks and the other components carry 20% each.

A standard set of judging criteria is used to assess the teams. The criteria are structured as a balanced scorecard, which is a common way of viewing business performance. Judges will assess the teams across the four scorecard elements.

The detailed judging criteria are set out on page 4 and are applied to the Report and Interview. The Trade Stand and Presentation are judged on content, creativity, engagement and impact. As well as applying the detailed judging criteria, the judges will be looking to recognise and reward those student companies who have demonstrated innovation and customer focus.

The judges will assess the student companies using the judging criteria and arrive at their scores after taking each of the four components into consideration. Winning teams will be

expected to display strong performances in each of the four scorecard elements.

All scoring is for the judges' use only, to record their impressions and guide their decision-making. It is not intended that simple scoring will be used to make the final judging decision. Scoring enables the judging panel to settle quickly on a shortlist of potential winning student companies, with the final decision on award-winners reached via discussion among the judges. The scores will be used as a guide in the complex judging process, and so will not be revealed to participants or anyone outside the judging panel. The appointed judges' decisions will be final. It is understood by all centres that this is a condition of participation in the competition and that discussion about judging decisions will not be entered into. The best team(s) as decided by the judges will move on to represent their local Area in the County, then Regional and National level events.

COMPONENTS OF THE COMPETITION

At each level of the competition, teams will:

- Compile a short **Student Company Report**, using the standard template provided, to communicate their journey, learnings and achievements to a judging panel
- Present a **Trade Stand** to promote their product or service
- Take part in a **Team Interview** with the judges at the event
- Deliver a short **Presentation** in front of an audience including the judges and the other participating teams.

The four components of the scorecard

THE ENTERPRISE	ENDEAVOUR, IMPACT AND RESULTS
The quality and creativity of the student company's enterprise – the combination of product or service, brand, sales channels, target customers	The ways in which the team have successfully executed their plans – challenging themselves, working hard as a team to make a real impact and achieving strong results
THE JOURNEY TRAVELLED	ORGANISATION AND MANAGEMENT
The impact of the journey the team have been on to plan, develop and operate their student company – particularly in terms of the decisions, challenges and lessons learned	The effectiveness of structures, methods and administration used by the team to run their student company and evidence of the development of basic business skills and understanding

Company of the Year Competition Components

STUDENT COMPANY REPORT 20% OF MARKS

A written, template-based report, delivered electronically prior to the event, which allows the judges to understand the student company and its achievements

FORMAT

- Teams complete a standard report template
- Images and photographs can be attached, e.g. logos, web pages, product images, etc. but adhering to the file size limit as detailed on the template
- Amendments to the report may be allowed for subsequent rounds of the competition, subject to event joining instructions

RULES

- The report must be written by the company members and submitted using the template provided. No other format will be accepted
- Report to be submitted to local YE team electronically for forwarding to the judges in accordance with the deadlines set out in the event joining instructions
- Details are provided on the template regarding the limit to the files size, maximum word count per section and instructions for financial reporting

TEAM INTERVIEW 40% OF MARKS

An opportunity for the judges to meet the team and ask them questions about their experience, their achievements and their learnings

FORMAT

- Where the venue permits, teams will be interviewed at their Trade Stand. At some venues, interviews will be conducted in a separate room/location
- Judges will look favourably on teams where several different members respond to their questions
- Questions will allow the judges to examine the team's performance against the judging criteria
- Expect the interview to last 5-10 minutes depending upon the location and size of event. This may take longer in later rounds of the competition

RULES

- All members of the student company attending the event should be available for interview (excluding the Centre Lead and Business Adviser(s))
- Centre Leads and Business Advisers may not be present during the interview

TRADE STAND 20% OF MARKS

A display stand which allows the student company to demonstrate their product or service, its development and customer focus

FORMAT

- Varies depending upon local area and venue. The local YE team will provide details for the event including provision of tables and/or back boards (if available)
- Judges will visit each stand in turn to view and assess its contents. They may ask questions to aid their understanding but this is separate from the Interview component
- Teams must display their financial results

RULES

- There may be local rules specific to the venue or event (e.g. the provision of equipment or the availability of an electricity supply)
- Teams will be expected to be present at their stand for the judging
- Centre Leads and Business Advisers may not be present at the stand during judging
- The trade stand should be paid for by the YE student company itself

PRESENTATION 20% OF MARKS

Student companies deliver a short presentation in front of the judges, the other competing teams and invited guests

FORMAT

- The presentation should summarise the key experiences and achievements of the company, the highs and lows and a reflection of learning
- Presentations can be accompanied by slides using MS PowerPoint. If teams are using software other than PowerPoint they should check at each level with the event organisers that it can be accommodated
- Presentations can be amended for subsequent rounds of the competition

RULES

- Maximum time limit of 4 minutes will apply
- The presentation team must not exceed five student company members, including the visual aids operator, if required
- Slides (with any embedded files) to be submitted to local YE team in accordance with local briefing and deadlines
- Video clips, animations and music may be incorporated into the presentation but must abide by UK copyright and IP law



Company of the Year

Judging Criteria

THE ENTERPRISE

The quality and creativity of the student company's enterprise – the combination of product or service, brand, sales channels, target customers.

- How effective is the model/plan to generate sales and make profit? Particular credit given for creativity and innovation
- How well understood are the target customers? Are their needs identified and met? Is communication with customers effective?
- How well is the offer researched, tested and refined?
- Are a variety of relevant sales channels identified and tested? Additional credit goes to companies using multiple channels
- What problem or challenge is solved for customers?
- Is there a clear and consistent brand image, supported by features such as logo, labelling, internet presence, naming, etc.?
- Are there opportunities for further growth and development, i.e. might the enterprise be sustainable going forward?
- Does the team embody and retain sight of the mission and vision?

ENDEAVOUR, IMPACT AND RESULTS

The ways in which the team have successfully executed their plans – challenging themselves, working hard as a team to make a real impact and achieving strong results

- Do they stretch themselves and get out of their comfort zones, experiencing a range of new challenges and situations?
- How strong are the financial results – do they reflect the nature and scale of sales? Are the results understood sufficiently?
- Is there a clear sense of collective endeavour – outcomes achieved by a one-team approach?
- Is technology used effectively and creatively?
- Is the use of social media (and other communication streams) commercial and creative, not just social, in nature?
- Do they partner with other businesses, e.g. selling via other retailers, building ongoing relationships with suppliers, creating partnerships, etc.?
- Is there a positive impact on the community and other relevant causes?
- How well does the team unlock the potential in their original idea? Are they truly enterprising?

THE JOURNEY TRAVELLED

The impact of the journey the team have been on to plan, develop and operate their student company – particularly in terms of the decisions, challenges and lessons learned

- Do the company recognise the lessons learned from the problems faced and resolved, key decisions made and the setbacks recovered from?
- Do the team show strong problem-solving skills, independence and resilience?
- Do different functions/roles come together to enhance the learning experience? Is there development of the team?
- Is there evidence of reflection and learning from mistakes?
- Have the team travelled a material distance from their starting point? Are there some clear achievers in the team who have made a difference and developed as individuals?
- Can team members evidence the development of key Employability Skills?

ORGANISATION AND MANAGEMENT

The effectiveness of the structures, methods and administration used by the team to run their student company and evidence of the development of basic business skills and understanding

- Does the organisation work effectively, with individuals carrying out their roles, learning about the roles and contributing to the team as a whole?
- Is there evidence of some effective business processes for meetings, decision making, task allocation, monitoring, quality control, etc. which are owned and operated by the team?
- Is there evidence of the team having to make difficult decisions as a group, agree priorities and make compromises?
- Is there evidence of sound financial management and control – e.g. pricing, forecasting, budgeting, cash flow management?
- Are sales processes in place – e.g. recording sales, fulfilling customer orders, following up customer queries, etc.?
- Is there an understanding of the general business environment and regulation – e.g. charitable status, copyright, programme rules, business ethics, Health & Safety, etc.

Eligibility for the Competition

TO BE ELIGIBLE, ALL STUDENT COMPANIES MUST HAVE:

Registered with YE and paid the registration fee



Submitted the student company report in the allowed template format and presentation files in accordance with the event joining instructions



Complied with the YE Student Company Operating Framework, with particular reference to insurance cover, prohibited products list and rules laid down by YE regarding financing the student company and online sales



Young Enterprise reserves the right to disqualify any company that has operated outside the YE Student Company Operating Framework. Judges will be advised of the parameters in which student companies are allowed to operate.

It is against the basic principles of Young Enterprise for groups to take over and run businesses passed on to them by previous Young Enterprise student companies or other concerns.

Individual students or student companies found to be participating for a second year are not allowed to take part in the competition as their extra experience will give them an unfair advantage.

COMPETITION TIMETABLE

The specific dates and deadlines will be advised by the local YE team as far in advance as possible. Every care is taken in planning the timetable for each year to avoid clashes with holidays and external exams, including common timings for internal mock exams. Some overlap, particularly for the later rounds of the competition, is unavoidable. Timetables are published as far as possible in advance of the events, in order that teams can plan their preparations effectively. Much of the work to develop the Report, Trade Stands and Presentations happens before the middle of March and can be re-used in later rounds of the competition if teams are successful.

AWARD CATEGORIES

At all stages, from the local Area Showcase through to the National Final, in addition to the award for the top company, there will be a number of additional awards to recognise excellence in key areas of running the student company. These can vary from event to event.

This document should be read in conjunction with the additional information and guidance found in the Competitions section of YE Online.

CONTACT US

Young Enterprise
Yeoman House
Sekforde Street
London EC1R 0HF

www.young-enterprise.org.uk
info@y-e.org.uk
01865 592582

Charity number: 313697



Student Company Name

Judging criteria **A. Report**

The Enterprise

Comments

out of 5

B. Team interview

Comments

out of 10

Endeavour,
Impact and
Results

5

10

The Journey
Travelled

5

10

Organisation
and Management

5

10

Judging criteria **C. Trade Stand**

Content and
Creativity

Comments

out of 10

Engagement
and Impact

10

D. Presentation

Content and
Creativity

Comments

out of 10

Engagement
and Impact

10

Score

A Total out of 20

B Total out of 40

C Total out of 20

D Total out of 20

Grand Total out of 100

A+B+C+D