



GEN 2024 E

EUROPE'S LARGEST
ENTREPRENEURSHIP
FESTIVAL

EUROPEAN COMPETITION GUIDELINES

TABLE OF CONTENT

- **INTRODUCTION**

 - AWARDS

 - TIMELINE (2024 Edition)

- **MAIN AWARDS**

 - **GUIDELINES**

 - ELIGIBILITY CRITERIA

 - COMPETITION CRITERIA

 - AI GUIDELINES

 - COMPETITION STAGES

 - **TECHNICAL INSTRUCTIONS**

 - REPORT OR PITCH-DECK

 - JURY INTERVIEW

 - STAGE PRESENTATION

 - STAND EXHIBITION

- **ONLINE AWARDS**

 - GUIDELINES**

 - TECHNICAL INSTRUCTIONS**

 - STAND EXHIBITION

 - JURY INTERVIEW



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INTRODCTION



AWARDS 1/2

UPPER SECONDARY LEVEL

TERTIARY LEVEL



JA INNOVATION OF THE YEAR

INNOVATION TRACK

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



JA COMPANY/START-UP OF THE YEAR

BUSINESS TRACK

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



SIGNATURE AWARDS

THEMATIC FOCUS



ONLINE AWARDS

THEMATIC FOCUS



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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 (on-site)</p> <p>Stands Exhibition (on-site)</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 (on-site)</p> <p>Stands Exhibition (on-site)</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 - REGISTRATION

2024

FROM 01.09



Company/Start Up name,
Country, Level, Contact

**REGISTRATION OF
COMPANY**

FROM 02.01 TO 30.04



Logo,
Product/Service Description,
Social Media

**BUILDING OF VIRTUAL
STAND**

TIMELINE – ONLINE AWARDS

2024

20.02 - 05.05



ONLINE AWARDS
APPLICATIONS

06.05 – 16.05



PRE-SELECTION

22.05



JURY INTERVIEWS

27.05



WINNERS
ANNOUNCEMENT

2024

TIMELINE – MAIN AWARDS

03.06



**DEADLINE TO
SUBMIT REPORT
/PITCH-DECK**

Both levels

Online
Submission

24-25.06



**MAIN JURY
INTERVIEWS**

24.06 University
25.06 Upper-Secondary

Online

27.06



**DEADLINE TO
SUBMIT STAGE
PRESENTATION
MATERIAL**

Both levels

Online Submission

26-28.06



**SIGNATURE JURY
INTERVIEWS**

Online

03.07



**STAGE
PRESENTATIONS**

On-Site

04.07



**STANDS
EXHIBITION**

On-Site

GUIDELINES FOR MAIN AWARDS

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



ELIGIBILITY CRITERIA 1/2

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 Organisation to assign the team to the track they want to compete in and ensure the team meets the necessary requirements. The members can consult with JA Europe to determine the most appropriate track 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 18-30 years old for the tertiary level. Ages are counted at the date of the competition.

Online Registration

All teams must be registered and build a stand in the virtual expo in order to participate.



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ELIGIBILITY CRITERIA 2/2

Stage of development

To compete in the “innovation track” the companies must have a business plan in place and evidence of prototype while to be eligible for the “business 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. 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 licenses for selling 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.

COMPETITION CRITERIA

INNOVATION TRACK

Innovation and Value Creation 30%	Market & Competition 30%	Finances 15%	Management & Team 15%	Ability to Demonstrate Achievements in Learning 10%
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BUSINESS TRACK

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	INNOVATION TRACK	BUSINESS TRACK
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 extend 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 extend 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>	

AI Guidelines for Gen-E 2024

- Students are encouraged to use latest technological tools such as AI
- Students should be prepared to explain how they used AI and reflect on it with an analytical and critical mindset, demonstrating how the use of AI has improved the quality and further developed their idea.
- Each jury is free to address the topic of AI or not

COMPETITION STAGES



Report / Pitch Deck provides an opportunity to demonstrate the skills in creating a 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 opportunity to demonstrate how effective the team is in utilizing the expo when offering the product/service to a potential customer.

TECHNICAL INSTRUCTIONS FOR MAIN AWARDS



REPORT OR PITCH DECK

- Teams competing in the “innovation track” must submit a pitch-deck while the teams competing in the “business track” must submit a report, regardless of the education level.
- The Report/Pitch Deck must be submitted in English.
- The Report/Pitch Deck must be submitted solely through the virtual expo stand of the company.
- The Report/Pitch Deck must have a maximum 10 pages/slides. The 10 pages/slides exclude the front and back cover pages. The front cover should include company name, year of operation, country and contact details (min. email address and telephone number). No appendices are allowed.
- The Report/Pitch Deck must be submitted in PDF format. The size of the file is limited to 10 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.

Pitch deck (“Innovation track”)

Report (“Business track”)

	<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. 	<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"> • 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: Outline your marketing and sales plan. You'll want to detail the key tactics that you intend to use to enter the market. How are you planning on getting customers' attention and what will your sales process look like? 	<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"> • 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"> • 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"> • Business Model: Highlight your key revenue streams. How do you make money? 	<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"> • 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"> • 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"> • 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. 	<ul style="list-style-type: none"> • Future Plans: Present your plans to growth/scale the business and what you would need to get there.

JURY INTERVIEW (ONLINE)

- Timing: max. 10 minutes' interview with the judges (or max. 15 minutes for teams using interpreters).
- The interview will be done on an online video conferencing platform - students and jury members do not need to gather in person.
- The interview schedule (date and time) will be published at least two (2) calendar days prior to the interviews.
- Team members 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 be present and facilitate each interview session
- If required by the participants, test checks can be organised before the official interview

STAGE PRESENTATION (ON SITE)

- 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).
- The teams are allowed to make use of visuals to support the presentation. The standard ideal format is a Powerpoint Presentation of maximum 10mb – further technical instructions will be provided closer to the competition. All presentation related actions (such as videos) must be performed within the allocated time slot and embedded in the presentation submitted.
- 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 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 (based on flight arrivals) and communicated by JA Europe at least five (5) calendar days prior to the presentation.
- The host organisation 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 Company/Start-Up of the Year to participate in the onsite 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 stand size and dimensions are a standard practice on a yearly basis, with appr. 2m by 1m dimension, and a small table. Should the stand technical setup be different this will be communicated early enough for preparations.
- The period allocated for the exhibition should not exceed a reasonable level (3 hours are recommended). At least one competing 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 interacting with 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.

GUIDELINES FOR ONLINE AWARDS



GUIDELINES 1/2

Eligibility Criteria

- Any team who have run a mini-company/start-up during the current school year (university or secondary level and any stage of development) is eligible to apply.
- Each team can apply for more than one online award.
- Prohibited business activities include adult entertainment, alcohol, tobacco and weapons.

Submission Requirements

Application process and submission of materials is done solely through the virtual expo stand.

1) As a minimum to apply for an online award a team needs to **build a stand** with the following elements:

- Level, Country
- Company name, Company Description including of the proposed product/service elaborating on what, why and how
- A logo, a background image, at least 1 social media link
- The Report/Pitch deck is **not mandatory**; however, it is recommended for teams to provide as much information as possible that demonstrates the quality of the solution proposed.

2) In addition to the stand elements teams will be requested to **submit a motivation statement** aligned with the award criteria they are applying for.

3) Depending on the award, **additional elements might be requested.**

GUIDELINES 2/2

Judging process

- All applications will be reviewed. For each award a pre-selection of a minimum of 5 teams will be carried out.
- The jury panel for each award, selected by the respective sponsor will interview at least the pre-selected teams. The jury panel reserves the right to visit and interview other teams being considered for the award.
- The jury panel will select **one** winner per online award.

Awards

The winners of each online award will win a trip to the Gen-E on site event with coverage* of a max. of 5 people (including chaperon) per award. In the case the winner is not available to travel the 1st runner up will be offered that opportunity.

**Coverage will include the event fee and flights with a pre-determined budget.*

TECHNICAL INSTRUCTIONS FOR ONLINE AWARDS



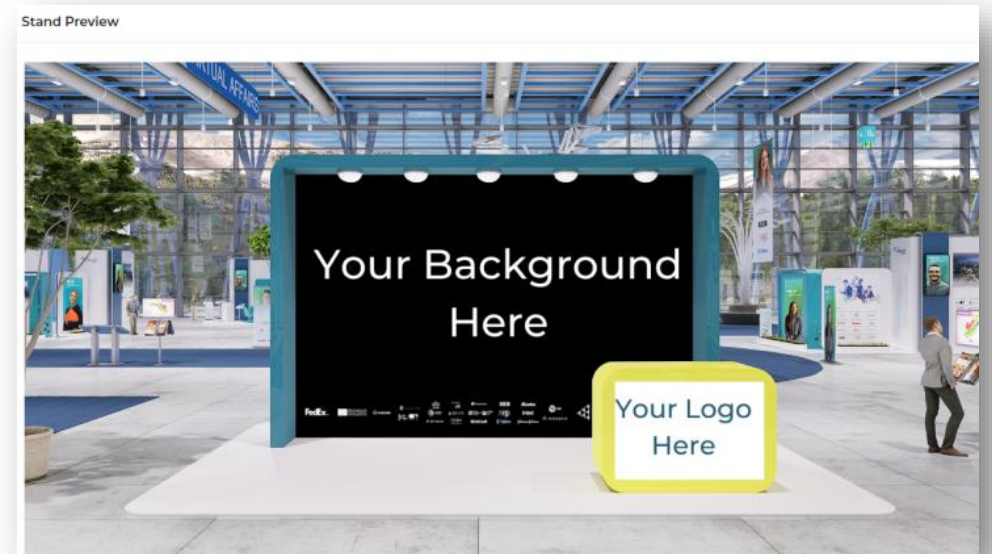
STAND EXHIBITION (ONLINE)

Mandatory for virtual stand to feature

- Level (upper secondary or tertiary)
- Country
- Company Name (max. 5 words)
- Company Description (max. 500 words)
- Logo - 500 x 300 px in .jpg, .jpeg or .png
- Background picture - 1200 x 800 px in .jpg, .jpeg or .png format
- 1 Social Media/Web Link

Additional **recommended** and available options

- Other Social Media/Web Links
- Video Link(s)
- Document(s) (e.g. Report/Pitch Deck) – max. size 10mb



JURY INTERVIEW (ONLINE)

- Timing: max. 10 minutes' interview with the judges (or max. 15 minutes for teams using interpreters).
- The interview will be done at the virtual stand of the team - students and jury members do not need to gather in person.
- The interviews will NOT be private. They will be done during the virtual expo therefore other people might be present at the interview. A JA Europe team member will be present and will facilitate each interview session.
- Suggestion: the team should carry out a test check before the official interview on their own. This is possible to be done once the virtual expo is open which will happen at least five (5) calendar days prior to the actual interviews.



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Europe

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JA
Italia

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*...guardia
...la cultura
...formazione
...futura in
...che ha po
......*