



# Uskalla Yrittää

## Våga vara företagsam

## On-stage presentation – Judging Criteria

### Key Areas Assessed by the Judges

1. Content, relevance, and format of the presentation:
  - a. Presentation
  - b. Verbal and non-verbal communication
  - c. Team spirit, leadership & professionalism
  - d. Sales presentation techniques
2. Understanding of key elements of own business:
  - a. Value proposition and unique selling points presented
3. Value added to business report

*PURPOSE: Demonstrate how effective the team is in using their presentation skills to get a potential investor or partner excited about their idea. The on-stage presentation also provides judges with an overview of the contestants and gives the public a short but interesting look at the companies.*

### Criteria

All presentations must be made in English (greetings and similar in another language are acceptable).

The maximum time allocated for each presentation is 4 minutes. Teams should be able to make a convincing case for their venture - using whatever means necessary. No rules as to content of the presentation and no restrictions on the use of technology.

However, the presentation must be "live" (the students cannot simply use a video for example). It will allow the judges to understand how well the company has done to date and also how well they can promote their idea, what have they learned and that they understand the market and business they are in. This is also an opportunity for the students to pitch their businesses to an audience that could potentially be their future clients or partners.

There will be no time for questions and answers so the team should convince the audience by a well prepared presentation.

## Technical details

- Teams can use visual aids such as PowerPoint presentation or another presentation software.
  - There will be presentation computer with Windows 10 system for all teams to use.
  - The presentation should be compatible with PowerPoint 2016 and its fonts, PDF-file or Prezi.
  - Additional presentation software can be installed in request.
  - There will be internet on the presentation machine, but the main presentation must work without internet-connection (i.e. don't stream live videos, since connection tends to be broken when most needed).
  - Music can be played and presentation computer is connected to speakers. There will also be 3,5mm plug in case you need to bring your own music.
- There will be a remote controller for controlling the presentation computer or the team can make use of JA Staff member for changing slides or images.

## Appendix: Judges Scoring Sheet

### Overview of points

1 - 2 points:	For the insecure, insufficient and non-satisfactory performance
3 points:	For the good performance
4 - 5 points:	For the excellent performance with none or few inessential shortcomings

CRITERIA	POINTS 1-5	WEIGHT	POINTS with weighting
<b>Quality of the presentation</b> To which degree is the presentation structured, clear and easy to understand? To which degree is the visual identity consistent with the idea and target group?		3	
<b>Verbal and non-verbal communication</b> To which degree the idea is presented in an appealing way? To which degree is the idea presented in a form that grabs the attention?		3	
<b>Team spirit, leadership &amp; professionalism</b> To which degree the students act professionally and extroverted? Are they appropriately dressed?		3	



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<b>Sales presentation techniques</b> To which degree the students are able to sell their idea in a convincing manner? To which degree is it immediately obvious to the customer what the team is offering?		3	
<b>Understanding of key elements of own business</b> To which degree is the idea and the concept coherent and explicit? Is there clarity as well as Value Proposition and Unique Selling Points?		4	
<b>Value added to previous stage</b> Was there information that was easily described only in live-situation. How well they took advance of this		2	
		Total max. 90	

**Points are deducted if the time limit is exceeded.**



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