



NY Start Up final in Finland

Competition Criteria Guidebook 2018

Table of contents

NY START UP -FINAL	2
OVERALL JUDGING CONCEPT FOR THE NY START UP -FINAL.....	2
EVALUATION EVENTS IN THE FINAL.....	2
START-UP PITCH DECK - JUDGING CRITERIA	3
ON-STAGE PRESENTATION / PITCH - JUDGING CRITERIA	5
INTERVIEW WITH JUDGES - JUDGING CRITERIA	6
STAND PRESENTATION - JUDGING CRITERIA	9

NY Start Up -final

Overall Judging Concept for the NY Start Up -final

- Throughout the judging process, the judges think of themselves as potential investors or partners in the company and the team that participates in the final.
- Judges evaluate the learning of the whole team during the NY Start Up –program and the change this experience has had to every member of the team.
- In company point of view the main aspect judges look at is the Value (Financial, cultural or social) each start-up is creating and its potential to grow and the team behind the idea. Is the idea viable, has the team learned during the year and has the team showed a commitment to deliver their promises?
- The company who has met the formal criteria and received the best scores from highest number of judges will win the final.

Evaluation events in the final

The following touch points (% of total score) are used by judges when evaluating the companies in the finals.

- NY Start Up pitch deck (30%)
- Stage presentation/pitch (30%)
- Interview with judges (30%)
- Stand presentation (10%)

Below are detailed descriptions with the evaluation criteria included.

Start-up Pitch Deck - Judging Criteria

PURPOSE: The Pitch Deck is developed to explain what the company is doing, what customer problem it's going to solve and present the team that can do it. Idea of the pitch deck is to give enough information to get the reader interested in your idea and make him wish to know more about you.

Pitch deck is not presentation, but rather visual and textual form of presenting a summary of your idea and business behind it. Pitch deck requires planning, ability to summarise the core content and skill to tell a good story to the reader, but also keep the focus on the main issues. Small details can (and will) be asked later on.

FORMAL CRITERIA

- Language – English / Finnish
- Maximum 15 slides (or less - not more) + Front cover. Any appendices must be included within the 15 slides.
- The Front Cover (not part of the deck) should include:
 - Company Name and University/Universities
 - Year of Operation
 - Country the Company Represents
 - Contact details (e-mail+tel) for the selected company member
 - **This helps to organize decks!**

CONTENT CRITERIA

We have provided an empty Pitch Deck –template and one example from a real company (Founded by JA Alumni) as an examples of the Pitch Deck.

Good Pitch Deck usually has the following content (not necessary in the same order) and these are the key criterias judges are looking for.

1. Elevator Pitch: One liner of your product or service
2. Momentum, Traction, Expertise: Your key numbers
3. Market Opportunity: Define market size & your customer base
4. Problem & Current Solutions
5. Product or Service: Your solution
6. Business Model: Key Revenue Streams
7. Market Approach & Strategy: How you grow your business
8. Team & Key Stakeholders (Investors, Advisors, Partners)
9. Financials
10. Competition
11. Investment: Your 'Ask' (funding, mentoring, market access etc) + short use of resources.

Appendix B: Judges Scoring Sheet

Evaluation sheet: Pitch Deck

Team name: _____

CRITERIA	POINTS 1-5	WEIGHT	POINTS with weighting
Elevator Pitch A quick one-liner summary that combines your vision/product and the mission of your company		3	
Momentum, Traction, Expertise (show me the results) Your timeline and milestones to date, growth metrics are key at early stage Highlight press, partnerships, awards etc. publicity. Customer success stories and/or testimonials		2	
Market opportunity Define Your Market: What business/space you are in. Total Market Size: Customers: Clearly define exactly who you serve, Possible Macro Trends & Insights that define market. How well the market is defined?		2	
The Problem & Solution What customer need do you fill? Define the real problem you are solving and how it's solved now.		2	
Product or Service: How good is your solution, is the solution doable and realistic. Does it solve the problem.		2	
Business Model: How well the key revenue streams are presented, do they feel realistic?		1	
Market Approach & Strategy: How you grow your business		1	
Team & Key Stakeholders (Investors, Advisors, Partners) Is the team balanced, have the managed to recruit advisers and supporters			
Financials How solid are the financials, are the any proof of income?			
Competition How is the problem currently solved. Who are the ones solving it? Where are you positioned in overall market?			
Investment: Your 'Ask' (funding, mentoring, market access etc) + short use of resources.			
Overall feel You can give +10 to -10 points depending the Feel of the proposal			
		Total max. 85	

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

On-Stage Presentation / Pitch - 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 for all teams to use.
 - Details of the allowed software will be published at least one month prior to event. Current best guess is a Macintosh computer with PowerPoint 2016 with standard fonts + Keynote -software pre-installed.
 - 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

Evaluation sheet: On stage Presentation

Team name: _____

CRITERIA	POINTS 1-5	WEIGHT	POINTS with weighting
Quality of the presentation 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	
Verbal and non-verbal communication 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	
Team spirit, leadership & professionalism To which degree the students act professionally and extroverted? Are they appropriately dressed?		3	
Sales presentation techniques 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	
Understanding of key elements of own business 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	
Value added to previous stage Was there information that was easily described only in live-situation. How well they took advance of this		2	
		Total max. 90	

Minus points are deducted if the time limit is exceeded

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

Interview with Judges - Judging Criteria

Key Areas Assessed by the Judges

1. Value added to previous stage(s):
2. Understanding of how own business functions and scales:
 - a. Pitching competences (verbal and non-verbal communication)
 - b. Business Competence
 - c. Relation to the environment
 - d. Attitudes: handle ambiguity & risk taking
3. The team:

PURPOSE: Demonstrate the skills to use elevator pitch for presenting the priority items of own business; demonstrate the negotiation and sales conversation skills of the whole team. Ability to convince others and understanding how the idea will be carried on as a real business.

CRITERIA

The interview will be conducted in the format of an investor conversation and it will start with max. **30s presentation / elevator pitch where the team shortly presents the main idea of the company.** It's followed by max. **10 minutes conversation** with Judges.

The elevator pitch at the beginning is an opportunity for the students to try and sell their idea to get the judges motivated to explore the idea in greater detail; to make the judges consider "investing" in their company and especially to the team behind it. It's also a way to give ideas for discussion; and to solicit feedback from the judges on the progress and potential of the idea.

During the interview, the judges will try to gain deeper understanding of the idea and find out if the students have a good knowledge of their idea and their business, good knowledge of finances, and understand the potential of their market (total addressable market). Judges will also evaluate the team and company development and members personal growth during the year to assess the future potential. The judges will also be able to see how the students handle presentation and how they react to questions and if the answers are clear and demonstrate understanding of their idea.

It's expected that all members of the team participate to the conversation. The judges, based on their expertise, will also offer their opinions on the possible ways to successfully develop the business or idea.

Students may bring their product or other material they need to make an effective presentation of their company.

Appendix: Judges Scoring Sheet

Evaluation sheet: Pitch Interview with judges

Team name: _____

CRITERIA	POINTS 1-5	WEIGHT	POINTS with weighting
Value added to previous stage: Innovation, Product development, Marketing Strategy, Financial plans and achievements, strategy etc.		4	
Learning experiences and communication (verbal + non-verbal) To what extent are the students able to describe the experiences which they have gained through the efforts to realise their idea (that is the personal and professional gains which they have achieved)?		1	
Motivation and action To which degree have the students realised their idea and achieved concrete results? To which degree have the students demonstrated an understanding of how to transform theory into practice? How has the motivation and skills to take action developed during the year?		1	
Environment & Context To which degree do the students demonstrate knowledge about their own startup in relation to the surrounding world/environment? Are they able to analyse and evaluate their situation from an economical, social or cultural perspective? Can the team analyse the cultural context (customer values, beliefs and society norms) in the market they operate?		1	
Attitudes: handle ambiguity & risk taking + team support To which degree are the students able to reflect on, act on, and react to, uncertain work assignments in relation with the strategy of their business idea? Can the team accept calculated risks? Can the team tolerate and admit their mistakes (does the team support this behaviour)?		1	
Team Motivation & Organisation Does the team have a clear common goal, with everyone contributing to it? To which degree have the students clarified their roles in the team in the future? Do the students show responsibility on their activities? Is there real motivation and leadership in the team and how the team has evolved during the year?		2	
		Total max. 50	

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

Stand presentation - Judging Criteria

Key Areas Assessed by the Judges

1. Value added to previous stage(s):
2. Presenting the company in attractive way
 - a. Attractive stand that stands out from the crowd
 - b. Memorable sales pitch in noisy environment
 - c. Clear call to action / follow up –point from the stand
 - d. Active participation and client understanding
 - e. Team motivation

PURPOSE: Learn to demonstrate the idea in a trade fair environment, where time is limited, customer attention is short and competing activities are literally just a step away.

CRITERIA

The stand will be open to judges and public and members or the company are informed beforehand when the judges are coming to visit the stands.

Stand presentation is a free from discussion with judges and it also provides an opportunity for hands-on demo and customer feedback of the product. Judges will greet all entrepreneurs as judges, and assess the stand as separate item, but more importantly the entrepreneurs who are in the stand. When talking to judges, you can present your company and talk freely as they most likely are there to find out more information about your idea with possible follow up –opportunities.

Appendix: Judges Scoring Sheet

Evaluation sheet: Stand presentation

Team name: _____

CRITERIA	POINTS 1-5	WEIGHT	POINTS with weighting
Value added to previous stage: Is the stand used to demonstrate the product in an attractive way? Does it add new angle to idea? Is there a demo/hands-on activity?		1	
Presentation Is the stand in-line with the company's image. Do the team/members have a clear and intriguing way to get audience interested and is it easy to start a dialogue.		2	
Call to action / Follow up Is there clear call to action or follow-up –process in the stand that will make sure that possible sales/partner leads are collected.		1	
Active participation Is the whole team actively participating to the discussion and provide a professional image of the team. All all the members of the team able to present the idea.		2	
		Total max. 30	

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