

## European Championship

*"Participation in the European Championship has featured many experiences. We have an international concept and have now attracted the interest of some different markets. Participation has further expanded our network internationally, and the fact that we have won the Intel prize and ASE Award will help us further in the process of realization of our concept. It was the first time that we had to pitch and act in English, but it has not been a burden at all. Being involved in the event in Belgium, Liege, has strengthened us and our business, and we've got constructive criticism,"* said Doris Julia David, Room for Change, participating in the European Championship 2013

### Judging criteria - The European Enterprise challenge

The European Enterprise Challenge focuses on developing viable and sustainable business ideas with real investment potential - it goes beyond the basics of doing business and challenges participants to find a truly marketable product or service. The financing of and attracting financiers to the enterprise are the key.

### Signature awards - The European Enterprise Challenge

Signature awards for EM may change from year to year. We continuously update this page. In 2013 four signature awards were handed out at the European Championship:

**Hyundai Brilliant Entrepreneur Award** - will recognize the best start-up enterprise that has demonstrated business potential, innovation in their sector and a clear plan for becoming a real business.

**INTEL Innovation Award** - will be given to the JA-YE student company which best proves how effectively their innovation addresses its stated objectives, which may be to improve efficiency, increase marketability, effect cost savings, achieve environmental goals or improve market position.

**ACCENTURE Responsible Leadership Award** - is given to the JA-YE student company whose business plan best combines financial performance, innovation and social and environmental responsibility.

**Alumni Leadership Award** - is given to standout individuals competing at the Enterprise Challenge competition. After the successful first two editions of the award given during the Company of the Year Competitions in Oslo 2011 and Bucharest 2012 this year in Liege, the European Alumni Organization will give the award for the first time to Start Up Program students.

Read more about Signature Awards for 2014 [here](#)

See the program for the European Championship 2014 [here](#)

### Overall judging concept

- Throughout the judging process, the judges think of themselves as potential investors in the companies that participate in the Challenge.
- The companies must meet the formal criteria for participation.
- Each judge has fictitious €100.000 to invest in one of these companies.
- The company who met the formal criteria and received highest amount of investment from the judges will win the Challenge.

The main aim of the event is to encourage innovation and entrepreneurship. The jury looks for answers to questions:  
*"Would you invest your money in this enterprise?"*  
*"Will this enterprise add value for shareholders and its wider circle of stakeholders?"*

The jury will evaluate your idea in the three areas below:

### **Investment proposal (15 pages)**

- Strategy: 20%
- Options appraisal: 20%
- Commercial aspects: 20%
- Affordability: 20%
- Achievability: 20%

### **4 minutes stage presentation**

- Content and relevance: 40%
- Originality: 40%
- Overall Impression: 20%
- On-stage presentations will be evaluated for how effectively your message is communicated (looking for passion, enthusiasm etc.).

### **4 minutes sales pitch + 8 minutes panel interviews with Judges**

- Message of the pitch - relevance, clear, selling: 30%
- Response to questions - fast, relevant, involvement: 30%
- Belief in and persuasion of your product: 20%
- Knowledge of business and value added: 10%
- Cooperation and team spirit: 10%

### **"Dragons Den"**

The judges symbolize potential investors - Dragons. The pitch is for the students to try and sell their idea to get the judges to 'invest' their virtual money in their company.

The judges will look for:

- If the students have good knowledge of their idea and their business
- How the students will use the capital in the company
- What the return on investment is likely to be
- How the students handle presentation and questions under pressure

### **The judging panel**

The judging panel will consist of 6 judges. The judges will be nominated by JA-YE Europe.

Possible profiles for Judges:

- Business people in general
- Industry leaders (services, manufacturing, etc.)
- Entrepreneurs
- Investors
- Bankers
- Venture capitalists
- Business analysts
- etc.