

31ST JA EUROPE

COMPANY OF THE YEAR COMPETITION

**VIRTUAL COMPETITION
22 - 24 JULY 2020
HOSTED BY JA PORTUGAL**



COYC GOING VIRTUAL

- Despite the fact that the event is almost 2 months away, the Portuguese government has cancelled all its internal events and recommended cancelling external events until Sept. 2020.
- With this scenario in mind and in order to have proper planning, as well as guaranteeing the safety of our students, partners and staff: we have decided to hold the **European Company of the Year Competition 2020 virtually!**
- We are confident that it will be a different and very valuable experience. A way to collectively innovate and reach a wider audience and partners.
- Our teams are already in regular contact with our JA organisations and colleagues as well as all Signature partners. We will keep the network informed and engage as we take further decisions particularly about the technicalities and innovations involved in holding the COYC virtual edition.



STAGES OF THE COMPETITION



COMPANY REPORT

The Company Report provides an opportunity to demonstrate how effective the team is in presenting, to a business partner, the processes, performance, results, and future potential of the company using a report format; and how successful the team is in presenting the mini-company activity to show the learning outcomes of their participation in the Company Programme.



INVESTORS PITCH VIDEO

The 2-minute maximum Investor's Pitch Video aims to demonstrate how effective the team is in getting a potential business partner (e.g. an investor, a distributor, etc.) excited about the business. The investors pitch video will include the following information: company presentation, market analysis, financials as well as share the teams' learning outcomes.



MAIN JURY PANEL INTERVIEW

The Panel Interview (10 minutes) provides an opportunity to demonstrate the qualities of each individual and of the team as well as the scope of qualities that have been acquired by participating in the Company Programme. Each participating team will be interviewed by the Main Jury. The teams will also receive feedback on their performance.



SIGNATURE AWARDS JURY INTERVIEWS

Each Signature award is deliberated on by a special Signature Award Jury. Interviews with the signature juries provides an opportunity to find the Best Company according to the stipulated criteria for the particular signature award. Based on the evaluation of the Company Report and the Investors Pitch Video, each signature jury will select 5 teams they want to interview (8-10 minutes maximum).



COMPANY COMMERCIAL

The 30-second commercial is a public video that promotes the student company, their product or service. The commercial aims to grab the attention, garner interest, and get people excited about what the student company proposes. The video will be made publicly available (website, social media) and evaluated by public audience for the People's Choice Award.





Main Awards:

- **Company of the Year Award**
- **2nd Place**
- **3rd Place**

Signature Awards:

- **European Signature Awards**
- **National Signature Awards**

Special Awards:

- **Alumni Leadership Award**
- **People's Choice Award**

AWARDS

CRITERIA OF THE COMPETITION

CRITERIA ARE THE SAME FOR COMPANY REPORTS, INVESTORS VIDEO PITCH AND THE PANEL INTERVIEWS



Innovation, Value Creation and Entrepreneurship

1. Is the mini-company innovative in some way? (the product itself, the process of development, the business model, the marketing strategies, etc.)
2. Can the team members explain the need addressed and the value their mini-company created?
3. Did the mini-company encourage the practice of continuous improvement and innovation (i.e. taking suggestions and recommendations to add value to the mini-company's operations)?
4. Did the mini-company take an approach to social, ethical and environmental issues?

Did the mini-company apply innovative solutions to the problems that arise from the COVID19 crisis? (any stage)

Product/Service Development and Customer Focus

1. Can the team members describe the way they evaluated the idea and transformed it in a business opportunity?
2. Did the mini-company carry out market research, understand what it told them and respond appropriately to the information gathered? (e.g. product design, marketing and sales techniques, etc.)
3. Did the mini-company react appropriately to the customer's reaction to their product/service?
4. Do the team members understand why their product/service was a success?

Did the mini-company analyse changes in the market and adapted their services? (any stage – e.g. adapted product, new sales channel, new financing)

Financial Performance

1. Do the team members understand factors that can affect price and the relationship between costs and price?
2. Do the team members understand the financial performance of their mini-company and concepts such as cash flow, profit and loss, balance sheet etc.?
3. Did the mini-company have in place a good financial control in place?
4. Has the mini-company paid a wage/salary to its staff or have they worked pro-bono in delivering the reported profit?

Did the mini-company analyse the financial impact of the COVID19 crisis in the mini-company's performance? (developed scenarios?)

Objective Setting, Planning/Review, and Company Administration

1. Did the mini-company have a clear business plan? Were objectives regularly reviewed and updated?
2. Did mini-company members apply and check the effectiveness of their solutions to problems that occurred during the operations of the mini-company?
3. Was the mini-company properly structured and how was the structure changed in response to difficulties encountered?
4. Did the mini-company have an effective system to manage and record its activities?

Did the mini-company analysed the impact of the COVID19 crisis on the mini-company's operations and acted appropriately?

Ability to Demonstrate Achievements in Learning

1. Are the team members able to explain how the Company Programme allowed them to develop entrepreneurial competences?
2. Creativity
3. Self-confidence
4. Taking initiative
5. Teamwork
6. Resourcefulness
7. Perseverance
8. Taking responsibility

Particularly:

- Resourcefulness / Adaptability
- Perseverance

EUROPEAN SIGNATURE AWARDS



AT&T Excellence in IT Award – recognizes the student company that demonstrates the best innovation-driven concept, with strong business potential and sustainability as well as viability and scalability

Delta Innovation Award – recognizes the student company that has the most innovative and effective approach to solving a problem, a solution with the potential to prosper and an international prospect

FedEx Global Possibilities Award – recognizes the student company that best exhibits the principles of global connectivity

ManpowerGroup “Ready for Work” Award – recognises the team that has best built work readiness skills during the programme

Citi Foundation Client Focus Award (tbc) – recognises the student company that excels at understanding and adapting to customer needs thus creating value for the customer

DETAILED CRITERIA WILL BE PUBLISHED ON THE COYC 2020 WEBSITE: <https://www.jacompanyoftheyear.org/>

NATIONAL SIGNATURE AWARDS



EDP Green Entrepreneurship Award - will go to the mini company that embodies the principles and spirit of green entrepreneurship to the highest extent. We are looking for highly-conscious young green entrepreneurs who started a mini company designed to be green in its products and processes from the very moment it was set up

Fundação AGEAS Social Innovation Award – recognizes the student company that has the most innovative and effective approach to solving a problem, a solution with the potential

SONAE Social Entrepreneurship Award - recognises the student company which demonstrate a passion to change social patterns to make them more inclusive and environmental friendly by introducing new products/services or technologies, or by having a different approach than the traditional one

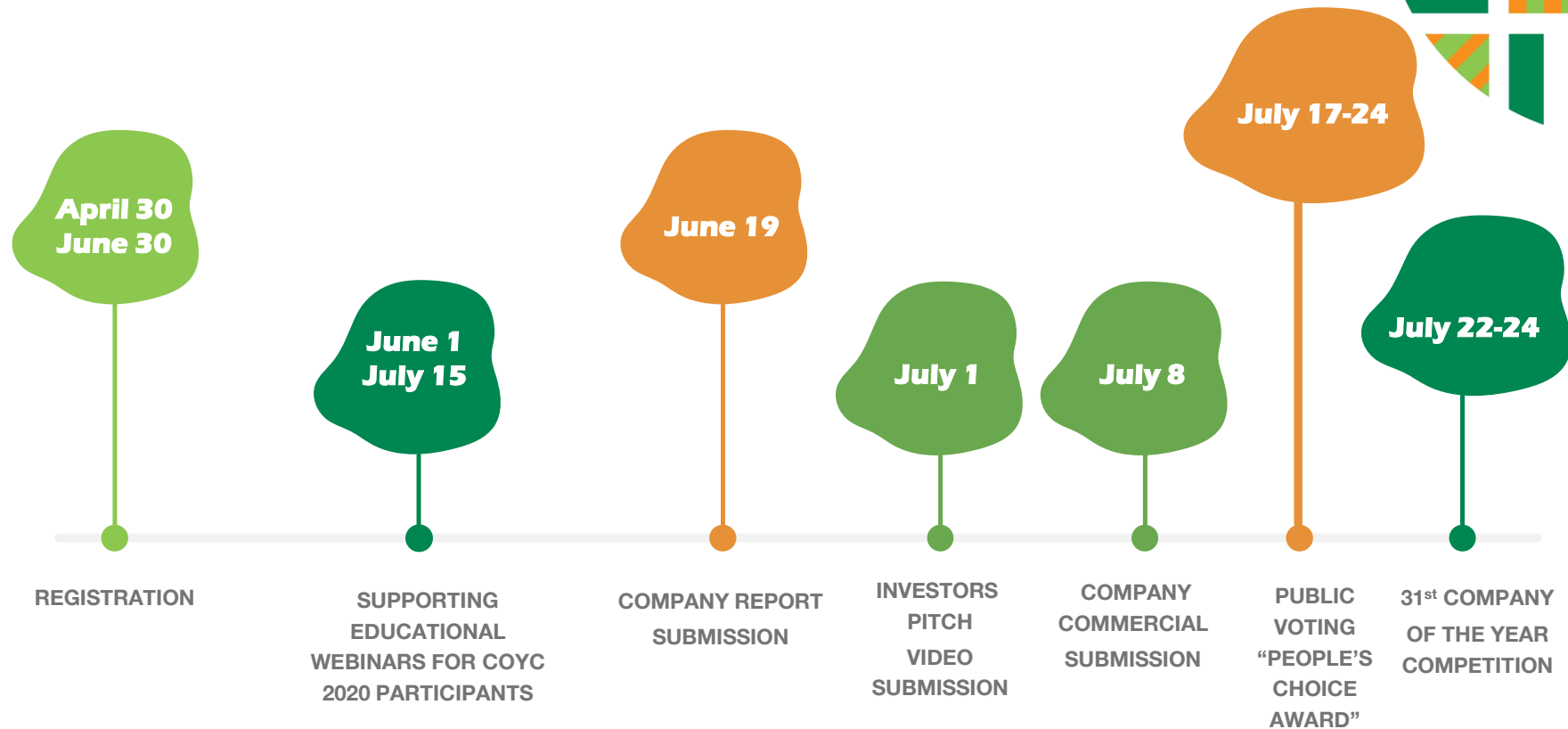
SPECIAL AWARDS

Alumni Leadership Award - the Award is given to outstanding individual students showing that extra initiative and leadership during the program. Please help us select the best students from your national team (max. 2 nominees)

People's Choice Award – recognizes the best Company Commercial which gathered most votes from the public, for best presenting their service or product.

DETAILED CRITERIA WILL BE PUBLISHED ON THE COYC 2020 WEBSITE: <https://www.jacompanyoftheyear.org/>

TIMELINE



COMPANY REPORT

Purpose: The Company Report provides an opportunity to demonstrate how effective the team is in presenting, to a business partner, the processes, performance, results, and future potential of the company using a report format; and how successful the team is in presenting the mini-company activity to show the learning outcomes of their participation in the Company Programme).



Content:

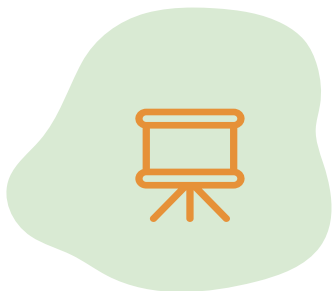
- Executive Summary
- Analysis of Overall Business Performance and Profitability
- Analysis of Financials - The report must include the Mini-company's Final Accounts (i.e. Profit and Loss Statement and Balance Sheet)
- Overall Presentation (Company Overview, Product/Service Description, Operations, Marketing Strategy, Sales/Promotion, Management, Future Potential of the Company)

Submission Rules

- The report must be submitted in English.
- Maximum 10 pages of A4 (excluded front and back page). No appendices allowed.
- Date of submission: **June 19**

INVESTORS PITCH VIDEO

Purpose: The Investors Pitch Video provides an opportunity to demonstrate how effective the team is in getting a potential business partner (e.g. an investor, a distributor, etc.) excited about the business. The recorded video aims to present the company (for ex. business idea, product/service, team), share a topline market analysis, and financials as well as summarise the key experiences and achievements of the mini-company. It should bring life to the highs and lows of the mini-company year; what students have learnt from mistakes as well as what they achieved; and demonstrate the learning outcomes from the Company Programme.



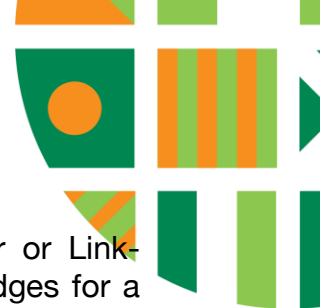
Suggested content:

- Introduction
- The problem
- The solution
- The market
- The company performance
- The company future plans
- The team's experience
 - Highs and lows in the creation of the company
 - Key learnings from the experience of creating a company
- Conclusion

Technical guidelines:

- The video must be in English
- Maximum length of 2 minutes
- Submission: video must be uploaded on Youtube.com as a private (unlisted) video, the link to video should be submitted by **July 1**

MAIN AWARD JURY PANEL INTERVIEWS



Purpose: The Panel Interview provides an opportunity to demonstrate the qualities of each individual and of the team as well as the scope of qualities that have been acquired by participating in the Company Programme. The panel interview provides an opportunity to answer questions about the mini-company and clarify any issues the judges may have after having read the report, or seen the team's Investor Video pitch. **EACH participating team will be interviewed by the main jury.**



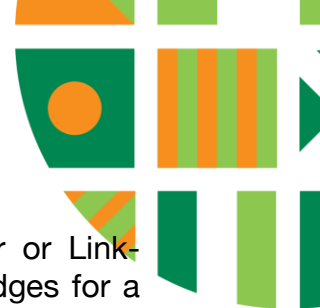
Additional Guidance:

- Mini-company members without their Advisor or Link-Teacher will be questioned by the panel of judges for a maximum of 10 minutes, about different aspects of their Mini-company
- Out of the 10 minutes, 8 is dedicated to the interaction with the team and 2 min to give feedback
- The interview will be done in English – the team may use their interpreter – in this case the interview may last up to 15 minutes

Technical details:

- The interview will be done on an on-line video conferencing platform, students and jury members do not need to gather as a group, each member of the team and the jury member will be given a login for the session – the interviews will be private – only students and jurors. JA Europe team member will facilitate each interview session.
- Test calls with all the teams will be organized prior the day of the official interview based on the schedule confirmed by both organizers and participating teams by July 13
- The schedule of the interviews with the main jury will be announced by July 19. The interviews will be run on July 22-23

SIGNATURE AWARDS JURY INTERVIEWS



Purpose: Each Signature award is deliberated on by a special Signature Award Jury. Interviews with the signature juries provides an opportunity to find the Best Company according to the stipulated criteria for the particular signature award.

Based on the evaluation of the company reports and the investor video pitches, each signature jury will select 5 top teams who will be interviewed by particular jury panel.



Additional Guidance:

- Mini-company members without their Advisor or Link-Teacher will be questioned by the panel of judges for a maximum of 8-10 minutes.
- The interview will be done in English language – the team may use their interpreter – in this case the interview may last up to 13 minutes
- Detailed criteria of individual signature awards are published at <https://www.jacompanyoftheyear.org/awards/>

Technical details:

- The interview will be done on an on-line video conferencing platform, students and jury members do not need to gather as a group, each member of the team and the jury member will be given a login for the session – the interviews will be private – only students and jurors. JA Europe team member will facilitate each interview session.
- Test calls with all the teams will be organized prior the day of the official interview based on the schedule confirmed by both organizers and participating teams by July 13
- The schedule of the interviews with the signature juries
- will be announced by July 19. The interviews will be run on July 22-23

COMPANY COMMERCIAL & PEOPLE'S CHOICE AWARD



Purpose: The 30-second commercial is a branded recorded video that aims to promote the student company and their product/service. The commercial shall grab the attention, garner interest, and get people excited about what the student company does. The commercial will be made public on the JA Europe COYC website and social media channels. It will be evaluated by the public through an online voting systems. The People's Choice Award will be presented to the commercial that gathers the most public votes.

Technical guidelines:

- The video must be in English
- Maximum length of 30 seconds
- Submission: video must be uploaded on Youtube.com as a public video, the link to video should be submitted by **July 8**

Suggested content of the commercial:

- Company introduction
- Presentation and benefits of the product/service
- Call for action
- A dedicated webinar will be organised (and recorded) for the students to learn how best to produce a commercial

People's Choice Award:

- All company commercials will be released on the JA Europe CoYC website on July 17
- An online voting contest will be opened to the public to vote for their favourite commercial
- The name of the winners will be announced during the Award Ceremony on July 24



Jury



EVENT ELEMENTS

To be agreed and developed with the host country/signature partners:

- Partners webinars/ workshops: learning opportunities & competition preparation (before event)
- Networking for students/ speed dating with business people
- COYC Award ceremony content
- COYC Award Afterparty
- Host country showcase
- Other JA countries involvement
- Other activities - TBC





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Visit the CoYC 2020 website: <https://www.jacompanyoftheyear.org/>