



Junior Achievement USA[®]
JA National Student Leadership Summit

June 21 – June 25, 2015
Washington, D.C.

Guidelines and Criteria for Participants

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Intercontinental Exchange



Junior Achievement Core Purpose

To inspire and prepare young people to succeed in a global economy.

Junior Achievement Core Values

- Belief in the boundless potential of young people.
- Commitment to the principles of market-based economics and entrepreneurship.
- Passion for what we do and honesty, integrity, and excellence in how we do it.
- Respect for the talents, creativity, perspectives and background of all individuals.
- Belief in the power of partnership and collaboration.
- Conviction in the educational and motivational impact of relevant, hands-on learning.

JA National Student Leadership Summit

The Summit is Junior Achievement's opportunity to celebrate the achievements of students from across the United States. This pinnacle event brings together 15 JA student companies to our Nation's capital for three days of high impact JA experiences. The Summit features the JA Company of the Year Competition powered by The Hartford, the FedEx Access Award, the Microsoft Social Innovation Award, and the ICE NYSE Foundation Best Financial Performance Award.

Eligibility

Permitted Minimum and Maximum Age of Participants

Students representing their companies in the competition must be at least 15 years old and no more than 19 years old on the 31st of July of the year of participation. Younger or older students will automatically be asked to withdraw from the competition. Students that fall outside of these guidelines can only be approved to participate by the Chief Academic Officer of Junior Achievement USA (JA USA) and the local JA Area President.

Maximum Number of Participants per Company

The maximum number of participants per company is limited to five students.

JA Company of the Year powered by The Hartford Competition Information

Overview

JA Companies appear before a panel of independent judges who determine company performance against the competition criteria as compared with other JA Companies during each stage of the competition process.

The JA Company of the Year Competition is not simply a business competition for young people. The goal is to balance the business achievements of each team as a whole with the personal development of each individual team member.

Therefore, for a team to win this award, it is not sufficient just to run a financially successful JA Company or to have created an exciting product or service. JA Company members also must demonstrate that they understand how and why the company performed as it did.

Registration and Selection Timeline:

4/27	Registration for the JA National Student Leadership Summit opens
5/8	Registration closes
5/11-15	Submissions reviewed
5/18	Finalists announced
5/20	Chaperone Webinar (Noon-EST, 11am-Central, 10am-MST, 9am-Pacific)
5/18-22	Book travel and submit travel information on the registration site
6/21-25	JA National Student Leadership Summit

Process and Eligibility

- JA Areas throughout the United States may submit JA Companies for consideration.
- JA Companies must have been active during the current school year to be eligible for submission.
- There is no longer a registration fee.
- JA Companies wishing to be considered must provide their local JA Area with their *JA Company Program* company report in PDF format and commercial video in either Windows Media or QuickTime.
 - If competing for the Microsoft Social Innovation Award, your submission must be included with your company report. Guidelines for this award can be found on Page 9.
- **The documents/video must be provided to JA USA no later than Friday, May 8.**
- Only JA Areas may register student companies for consideration. Upon receipt of the above materials, the JA Area must:
 - Register the student company online using the link below:
<https://www.regonline.com/2015JANSLRegistration> (by May 8).
 - Provide student and chaperone names, contact information, and permission forms.
 - Upload the company annual report in PDF format. (Note: For successful upload file names should not contain any spaces or unusual characters.)
 - Upload commercial.

Finalist Selection

- A review panel comprised of JA representatives will be convened.
- Panel members will each receive a portion of the total submissions for review.
- Panel members will review submissions individually and then will be paired with one other member for further deliberation.
- Upon completion of the review, panel members must agree with their partners in the overall ranking of the submissions they have reviewed.
- This ranking will then be provided to JA USA for final review.
- At the conclusion of the review process, 15 JA Companies will be selected as finalists for advancement to the JA National Student Leadership Summit.

Announcement of Finalists

- The finalists will be announced on Monday, May 18, 2015.

Competition Stages

There are three stages to the competition:

- **Stage One:** Student Company Online Submission of JA Company Report and Commercial Video (By May 8)
- **Stage Two:** Finalist Selection (By May 18)
- **Stage Three:** Onsite competition including Entrepreneurship Expo (formerly known as the Trade Fair) and JA Company presentation and interview before the judging panel (June 21-25)

Stage One: Student Company Online Submission

JA Company Report

The JA Company Report is an opportunity to showcase the team's overall business performance and what was learned and achieved throughout the *JA Company Program* experience.

Guidelines

The report should read as a single business document, not as a series of repetitive directors' reports. The report should demonstrate the JA Company achievements. The report must be written by company members and should be original and innovative in approach, not based on a template from previous years. A recommended approach is to ask each director to write a brief report of his/her activities and then combine the information into one cohesive document.

- There should be a review of members' development as individuals and as a team.
- JA Company membership and structure should be illustrated.
- Any special activities undertaken by the JA Company should be included.
- Companies are encouraged to include photographs of their product or service, charts, infographics, or other appropriate visual elements.

Criteria

- A PDF copy of the report must be submitted electronically to JA USA by the local JA Area as part of the company's competition registration.
- Language: The report must be submitted in English.
- A maximum of 10 pages (or fewer) of 8.5 X 11 sheets are permitted. No appendices are allowed. The 10 page limit excludes the front and back cover. The minimum font size to be used is 12 point. The report must be free from any factual, spelling, or grammatical errors and should be visually pleasing.
- The cover is in addition to the 10 pages. It should include:
 - Company name
 - Year of operation
 - Name of advisor, teacher/school, and local JA Area
 - City, state
- Page one must be an Executive Summary and include:
 - Company name or logo
 - Mission statement
 - Product/service description
 - Summary of financial results
 - Summary statement of JA Company performance
 - Index of JA Company Report contents

- The remainder of the report should address the topics and elements outlined below. Students may be innovative in design and approach but should follow this outline:

Topics	Elements
Management and Leadership	<ul style="list-style-type: none"> Leadership Structure – How was your company leadership determined? What was your company’s organizational structure? Employee Motivation – What strategies were used to motivate company employees? Were they effective? Social Responsibility – Did your company support a charity or non-profit or make an impact in your community? How and why did you make that decision? How did your company benefit others?
Marketing	<ul style="list-style-type: none"> Target Audience – What is the profile of your average customer? What strategies and channels were used to reach them? Product/Service Features and Benefits – What were the features and benefits of your product/service? How were they demonstrated to your customer? Competitive Advantage – How did you differentiate your company from your competitors? What makes your product/service unique?
Supply Chain	<ul style="list-style-type: none"> Product Sourcing and Production – How did you source and produce your product/service? What factors played a role in that decision-making process? Distribution – How did the final product or service get to the end user? Quality Control – What procedures did you have in place to ensure product/service quality?
Customer Service & Sales	<ul style="list-style-type: none"> Customer Location – What locations were used to sell your product/service? How did you determine that these would be effective? Additional Customer Segments – Did you discover customer segments in addition to your target audience? Who were they and how did you adjust your sales strategy/technique? Customer Service – What customer service techniques were used to add value to your product/service before, during, or after the sale?
Finance	<ul style="list-style-type: none"> Capitalization Amount and Method – How much start-up capital was raised and what method was used? Break-Even Analysis – What was the break-even point? After initially calculating the break-even point, were any adjustments made to company goals, products, or pricing? Financial Statement of Activities or Liquidation Report – Please include either one.

- Additionally, teams should highlight key learning experiences and discuss the future potential of their JA Company.

Commercial Video

The JA Company Commercial is an opportunity to showcase the benefits of the company's product and innovative approach to meeting their customers' needs.

Guidelines

- The presentation should grab the viewers' attention and spotlight the company's product or service. The commercial should bring to life the benefits and use of the product/service in a way that will be memorable for viewers.
- The clip should clearly demonstrate how the product or service adds value/fulfills a need for the target audience.
- When making the video, think of some of the best commercials – what made them the best and what made them memorable? Were they funny, innovative, or shocking? Did they tell a story? Did they speak to an experience you personally have felt?
- Please note: All videos must adhere to copyright protection guidelines. Students may not use copyright protected images, music, or references without express written permission. Any videos that include music copyright infringement will be denied.
- All video presentations must be produced in English (greetings and similar in another language are acceptable).
- The maximum time allocated for each video presentation is 2 minutes.
 - Commercials should be uploaded using the instructions provided on the registration site, no later than Friday, May 8. The format must be in either Windows Media or QuickTime. Please use the student company name as the file name before posting the commercial.

Criteria

- **Creativity** – Commercials are often funny or innovative making them memorable for the viewer.
- **Relevance and content** – Advertising creates awareness of the product/service and can convey messages, attitudes, and emotions to entice and intrigue audiences.
- **Call to Action** – The commercial should clearly explain how to purchase the product, contract the service, or support the cause based on the value or need.
- **Delivery technique/Style** – The commercial uniquely delivers information to the viewer. The video should grab attention and showcase the product/service or business in a unique way.
- **Clarity of message** – The commercial clearly expresses the product/service and demonstrates how the product adds value/fulfills a need for the target audience.
- **Product demonstration/use** – The commercial should include a demonstration of the product/service in order to provide context for the viewer.

Stage Two: Finalist Selection

Please refer to finalist selection process on Page 3.

Stage Three: On-Site Competition

Please be advised booth displays and team presentations must be prepared prior to arriving at the event. The Summit schedule does not allow for team practice time. Teams should expect to be engaged in full-day competition activities for the duration of the JA Summit.

Entrepreneurship Expo

Booth Display – This is the first direct encounter your company’s team will have with members of the judging panel as well as the general public. We all know that first impressions count.

Guidelines

- Visitors as well as judges will be given the opportunity to observe company members in action; it is suggested teams keep this in mind during the Expo.
- Chaperones are allowed to be at the booth during the Entrepreneurship Expo.
- The Entrepreneurship Expo is open to the public; visitors can examine the booths and ask questions. Booths should display the following:
 - ✓ Name of the company
 - ✓ City and state
 - ✓ Supporting or sponsoring companies (if any)
 - ✓ Names of advisors and teachers
 - ✓ Product and/or demonstration of service
 - ✓ Highlights of sales and final performance
- The booth contents (excluding the provided shell system), should have been produced and funded by the company.

Criteria

- **Product pitch** – A product pitch should be prepared for the judging panel to provide a snapshot of your business and product or service. This verbal pitch should include an overview of the product or service, the value proposition, and product features and benefits.
- **Visual display of the booth elements** – Teams should create a visual, informative, and engaging display and collateral materials.
- **Genesis of the idea and product conceptualization** – The presentation should highlight the problem and how your product was the solution.
- **Verbal and non-verbal communication skills** – Team members should demonstrate effective communication skills.
- **Ability to apply lessons learned to new situations** – Team members should share how key learnings informed their business decisions and have since shaped their life experiences.

Presentation

Presentation before the Judging Panel

This is your company’s opportunity to engage with the judging panel and demonstrate your knowledge of the company and overall experiences.

Guidelines

- The presentation should summarize the key experiences and achievements of the company. Try to bring to life and include the accomplishments and challenges of your company’s endeavor for the audience. Sharing what you have learned from your mistakes and subsequent solutions is as important as your achievements.
- It is recommended that presentations include visual elements such as Microsoft PowerPoint or other presentation programs. Companies may use the template provided by JA USA, although it is not required. Internet connectivity will not be available in the presentation room and students should plan accordingly.

- The presentation team must not exceed five members. It is up to the team to decide who will have an active role in the presentation.
- All presentations must be delivered in English (greetings and similar in another language are acceptable).
- Presentations will take place before a public audience, fellow competitors, and the judging panel.
- The maximum time allocated for each presentation is four (4) minutes.
- Immediately following the presentation, judges will have the opportunity to ask students questions directly related to the presentation, company, or product/service.
- The narrative style should be business-like, but may include the use of some humor. Students are encouraged to be creative in their presentation style.
- A JA USA staff member will be available to assist with visual aids or technology. JA USA will provide a set of specifications regarding technical support available.
- Multimedia enhancements such as videos and audio should not overshadow the stage presentation or impair the judges' ability to assess the experiences and achievements of the company.

Criteria

- **Structure of Presentation** – The presentation should summarize the key experiences and achievements of the company by telling their unique company story.
- **Delivery Technique and Style** – There is an effort to engage the audience and keep the presentation moving at a nice pace. The team exudes confidence and enthusiasm in their stage presentation.
- **Visual Presentation, Visual Aids, and Hand-outs** – The PowerPoint presentation, visual aids, and hand-outs support the presentation in a creative way and should enhance the overall presentation.
- **Relevance and Content** – The presentation should be relevant to the team's business performance and include in-depth content as well as demonstrate the team's continuous improvement efforts, while referencing mistakes and successes experienced during company operations.
- **Critical Thinking** – In response to judges' questions, students demonstrate disciplined thinking that is clear, rational, open-minded and informed regarding their company or product/service.

Interview

The interview is a very important aspect of the competition because the judges can ask any questions about the students' understanding of how and why the company performed as it did, the general lessons they gained from the experience, and how these lessons might be applied in other situations.

Guidelines

- Student teams will be interviewed collectively without an audience present. Each student should be prepared to answer questions related to their business performance and learning experiences.

Criteria

- Demonstration of personal skill development
- Knowledge and understanding of how businesses function
- Ability to apply lessons learned to new situations
- Ability to sufficiently answer questions

Signature Awards

Finalists will also have the opportunity to compete for signature awards. The awards will be judged based on company report submission and telephone or onsite interviews.

Microsoft Social Innovation Award

All companies are encouraged to compete for the Social Innovation Award. JA Companies must include with their company report a response of no more than one page, (consisting of type, images/photos, and/or graphics) demonstrating how the company applied entrepreneurial thinking to create a realistic, achievable, and innovative solution (product, service, event, ad, campaign) to a local, national, or global social concern. Responses should demonstrate how the company responded to the identified social concern, as well as lessons learned. A judging panel comprised of representatives from Microsoft will select which company will take home top honors.

ICE NYSE Best Financial Performance Award

Through the lessons learned in the *JA Company Program*, students gain expertise in the financial matters of running a business. It is important for the students to recognize that the best financial performance does not award the student company with the greatest profit margin; that indeed, financial performance encompasses considerations of profitability, investor expectations, employee earnings, product quality, leadership, and operational efficiency. The goal of the Best Financial Performance Award is to acknowledge the work of the students against the aforementioned criteria. All activities related to the determination of the student company winners of the Best Financial Performance Award take place prior to the students gathering in June via reviews of the company reports. Phone interviews with student company representatives will be scheduled by the ICE NYSE judging panel. The ICE NYSE Best Financial Performance Award is presented at the conclusion of the Summit.

FedEx Access Award

The FedEx Access Award is designated for the student company that presents the best company report with the potential to create jobs and grow small businesses with environmental sustainability. To be eligible for the FedEx Access Award, a JA student company is required to be one of the finalists competing at the JA National Student Leadership Summit. Evaluated by a special FedEx jury, the JA student company that possessed a marketing plan for a product or service that best demonstrated a comprehensive understanding of global access will take top honors.