



# INJAZ AL-ARAB

**INJAZ YOUNG ENTREPRENEURS COMPETITION**

**MARRAKESH, MOROCCO**

**23-26 OCT., 2010**

**GUIDELINES & CRITERIA FOR PARTICIPANTS**



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## Introduction

### Common Aims of INJAZ Al-AI Arab

To foster an understanding of the world of work and a spirit of entrepreneurship through the principle of 'Learning by Doing'. To encourage young people to think internationally in their business affairs

#### The Competition

The competition is INJAZ Al- Arab's annual celebration of the achievements of its students' and their Companies across the MENA region.

Through the competition process, INJAZ Al- Arab enables your Companies to appear before a panel of independent judges who will take a view as to how you have performed against the INJAZ Al-Arab criteria, compared with other Companies at each stage.

The INJAZ Young Entrepreneurs Competition is not simply a business competition for young people. We attempt to balance the business achievements of each team as a whole with their members' individual personal development.

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

Judges will also be looking for evidence of innovation and the successful exploitation of new ideas in all aspects of the running of the Company. They will also look for an understanding that continuous improvement through innovation is essential to the success of a business.

Student Companies should strictly follow the guidelines set out in this briefed manual to qualify to the regional competition. This will ensure that all companies competing at the regional level have been selected using the same criteria and no company will be disadvantaged.



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## Eligibility for the competition:

To be eligible, all companies must have:

- A) Submitted a report in accordance with the requirements set out on stage number one “Company Report”.
- B) Not exceeded the authorised share capital limit of \$800 unless permission of the member nations has been granted (the Company Report should highlight why this was necessary). Students might be asked to provide an audit report or attestation that all stocks were sold according to the Injaz guidelines and that stockholders have been reimbursed with losses or dividends.
- C) Kept strictly to the rules laid down by INJAZ Al-Arab

## Permitted Minimum and Maximum Age of Participants:

Achievers representing their Companies in the competition must be at least 15 years old and no more than 21 years old on the 31<sup>st</sup> of Oct. of the year of participation. Younger or older students will be automatically asked to withdraw from the competition.

Maximum Number of Participants per Company :

The maximum number of participants per Company is limited to 6 students, and 2-3 chaperones.



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## **Official Language of INJAZ Young Entrepreneurs Competition:**

The language to be used at all stages is English or Arabic.

It is imperative that all teams should be able to convey their practical achievements and their understanding of key business principles to the judges in the language they feel more comfortable and confident in. Teams that rely on the linguistic competence of just one of their members may be at a disadvantage. So make your choice of language wisely.

## **How will the Companies be judged?**

All participating Companies will have taken part in at least one national competition event and won their way through several rounds.

There are four stages to the competition.

These are:

1. Company Report
2. Public Presentation
3. Trade Fair Stand and booth visits
4. Panel Interview

Full guidance on the separate stages is set out below. At each of these stages the judges make an assessment of the aspects of the Company revealed at that stage. There is no winning formula. Each Member Nation's Company is different and must use its judgment to decide how best to convey the strength of its members' experience to the judges, telling appropriate elements of their unique story through the competition stages.



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## The Four Stages of the Competition

### STAGE 1 - WRITTEN FINAL COMPANY REPORT

The Company Report is the opportunity to summarize your team's year in business. It is an important record of what you achieved. In order to help the judging process and to give you some guidance on what is expected, below is a list of the rules you must follow and some guidelines on content.

#### Rules

- A PDF copy of the report must be submitted to the Events Committee through your Member Nation. **Deadline is Sep 15th, 2010.** If this is not possible because of a late national final event, alternative dates must be agreed between the Events Committee and the Member Nation (see Joining Instructions for details).
- Language – the reports may be written in English or Arabic
- Maximum 10 sides of A4 (or less - not more); no appendices are allowed. The 10 pages exclude the Front and Back cover. Minimum font size to be used is 12.
- The cover is in addition to the permitted 10 pages. It should include:
  - ✓ Company Name
  - ✓ Year of Operation
  - ✓ Name of Adviser(s) and Link Teacher(s)
  - ✓ Country
- Page one must be an Executive Summary and include:
  - ✓ Company name
  - ✓ Logo and slogan
  - ✓ Mission and vision Statement
  - ✓ Product/service
  - ✓ Summary of financial results
  - ✓ Summary statement of Company performance.
  - ✓ Index



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- The report must include the Company's Final Accounts (i.e. Profit and Loss Account and Balance Sheet, prepared to the Company liquidation date). The Accounts presented in the report should be verified and signed by your adviser or an accountant. Note: Please make sure that the financial section of your reports is in your currency.

### **Guidance**

The rest of the report should read as one business-like document, not as a series of repetitive directors' reports. The report should demonstrate the Company's achievements. The report must be written by student 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 for one director to draw the information together into one readable document. There should be a review of students' development as individuals and as a team. Company membership and structure should be illustrated as well. In addition, any special activities undertaken by the Company should also be included. Companies are also encouraged to include photographs of their product or service.

### **Key Points Assessed by Judges**

Maximum Score, 36 points, will be assessed on the following basis:

- ✓ Summary of year's activities (Company name, mission, vision, logo, slogan, product/service,  
summary of financial results, summary statement of company performance, index)
- ✓ Submitted on time
- ✓ Length (10 A4 one sided pages in addition to a title page and the last page.)
- ✓ Cover (Company name, year, name of advisor, country represented)
- ✓ Financial Accounts (Profit/loss report, balance sheet, signature of volunteers on accounts)



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- ✓ Reads like a business document
- ✓ Creative
- ✓ Added photos
- ✓ Team work
- ✓ Overall Business Performance (e.g.: Marketing, Finance)
- ✓ Learning Demonstrated as a Team
- ✓ Future Potential of the Company

## **STAGE 2 - Public PRESENTATION**

### **Rules:**

- ✓ All presentations must be made in English or Arabic.
- ✓ Presentations will normally take place before a large audience in an auditorium.
- ✓ The maximum time allocated for each presentation is 8 minutes.
- ✓ The style should be business-like but may include the use of some humor.
- ✓ The presentation team must not at any time exceed six students.
- ✓ The teams are allowed to make use of an official INJAZ staff member handling the visual aids from a PC or likewise.
- ✓ Videos and audio tapes are permitted only for minimal complementary music or background effects.



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Teams are encouraged to select the music they feel signifies the team best (a theme song), so that this may be used whilst the team is coming up and going down from the stage before and after the presentation.

### **Guidance**

The presentation should summarize the key experiences and achievements of the Company.

Try to bring to life the highs and lows of your year for the audience. What you have learned from your mistakes is as important as your achievements.

### **Key Points Assessed by Judges**

Maximum Score, 32 points, will be assessed on the following basis:

- ✓ Structure of presentation
- ✓ Summarizes key experiences and achievements
- ✓ Structure and flow of information
- ✓ Team spirit
- ✓ Relevance and content
- ✓ Delivery technique
- ✓ Visual aids & hand-outs
- ✓ Originality
- ✓ Time management



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## STAGE 3 - TRADE FAIR STAND/BOOTH VISITS

This is the first encounter that your team will have with the members of the judging panel. We all know that first impressions count. Therefore keep this in mind when preparing for this stage of the competition.

### Rules

- One Adviser or Link Teacher is allowed to be at the stand during the interviews with the judges. Judges may also interview him / her.
- The interviews will last up to 7 minutes.
- Judges will visit the stands individually and will examine the display and interview the Company members. Stands should display the following:
  - ✓ Name of the Company
  - ✓ Country represented
  - ✓ Supporting companies (if any)
  - ✓ Names of Advisers and Link Teachers
  - ✓ Product and / or Demonstration of Service (presented as if at a Trade Fair)
  - ✓ Highlights of sales and financial performance
- The stand contents (excluding any provided shell system), should have been produced and funded by the Company.

### Guidance

Judges will also be given the opportunity to observe teams in action when stands are open to the public.

### Key Points Assessed by Judges

Maximum score, 24 points, will be assessed on the following basis:



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- ✓ Visual display
- ✓ Product or Service idea
- ✓ Name of the company and country represented
- ✓ Team spirit
- ✓ Sales techniques
- ✓ Product knowledge

## **STAGE 4 – PANEL INTERVIEW**

This is a very important aspect of the competition since the judges have the opportunity to ask any questions regarding the Company as well as clear any queries they may have after having read the reports and visited your stands. Judges are likely to probe Company members on their understanding of how and why the Company performed as it did and what general lessons they are able to draw from this, and how these lessons might be applied in a new business context.

Company members without their Advisers or Link Teachers will be questioned by the panel of judges for a maximum of 10 minutes about different aspects of their Company.

### **Key Points Assessed by Judges**

Maximum Score, 44 points, will be assessed on the following basis:

- ✓ Company Objective as well as Mission and Vision
- ✓ Marketing plan
- ✓ Understanding behind company performance
- ✓ Lessons learned





- ✓ Ability to apply lessons learned to new situations
- ✓ Development of personal skills
- ✓ Team spirit
- ✓ Knowledge and understanding of how businesses function
- ✓ Body language (posture, eye contact.....)
- ✓ Ability to answer difficult questions

Please note that failure to meet any of the requirements set out in these criteria will be penalized by the judges and may lead to disqualification from the Competition.

**The awards will be for the following categories:**

1. Most Innovative Product
2. Highest Generated Sales
3. Best Marketing Plan
4. Young Entrepreneur of the Year
5. Best Company of the Year



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