



Company Competition

Date: May 1, 2019

Place: Stark State College

JA Company Program Challenge Goals & Objectives

The goal of the *Student JA Company Program Challenge* is to balance the business achievements of each team as a whole with the members' individual personal development. Therefore, for a team to win this award it is not enough just to run a financially successful JA Company or to have created an exciting product or service; **JA Company members must also demonstrate that they understand how and why the company performed as it did and can present themselves professionally.**

Judging Format - There are four (4) parts to the JA Company Competition

Due April 9, 2019 before competition 1). Annual Report PDF 2). Company Commercial Link

Due Day of Competition on May 1, 2019 1). Tradeshow Booth 2). Live Presentation with PowerPoint

Judges will be scoring the Annual Report & Company Commercial **prior to the competition** and this will help them understand your company in more detail.

1). Annual Report - Send a PDF copy of your Annual Report by April 9th to Alyssa West at Awest@Jaonline.org by 8pm. In the subject line write your company name.

The JA Company Annual 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 company members to write a brief report of his/her activities and then combine the information into one cohesive document.

1. Any special activities undertaken by the JA Company should be included.
2. Companies are encouraged to include photographs of their product or service, charts, infographics, or other appropriate visual elements.
3. A maximum of 8 pages (or fewer) of 8.5 X 11 sheets are permitted. No appendices are allowed. 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.



Company Competition

4. The cover is in addition to the 8 pages. It should include:
 - Company name
 - Year of operation
 - Name of volunteer, teacher/school, and local JA Area or City, state
5. Page one must be an Executive Summary and include:
 - Company name and/or logo
 - Mission statement or Product/service description
 - Summary of financial results
 - Summary statement of JA Company performance or Index of JA Company Report contents
 - Index of Contents

Judging Criteria Guidelines Compliance – The report should adhere to guidelines noted above. This includes meeting page number requirements, including an Executive Summary, **avoiding spelling or grammatical errors**, and attention to visual appearance.

- **Financial Performance** – The annual report should include information about financial performance including break-even analysis, capitalization, total units sold, revenue generated, expenses incurred, profit margin, investor return, and liquidation. A financial statement of activities or liquidation report is also required.
- **Innovation** – The report should demonstrate how the company's product, service or specific business strategy incorporated innovation and/or innovative thinking and how that impacted overall business performance.
- **Marketing and Sales Strategies and Methods** – The company should share specifics on marketing and sales activities. This may include information on overall marketing strategy, target audience, competitive advantage, product/service features and benefits, sales methods, and customer service techniques. Students are encouraged to provide examples of any social media pages, websites, advertisements, or other resources created to support these efforts.
- **Leadership and Organization** – The report should showcase company leadership and describe how they were identified, how they motivated employees, describe strategies used to achieve company goals, and share how processes were developed and improved to maximize efficiencies.
- **Learning Experiences and Future Application** – The company should share any successes, challenges, failures, or key learnings from the JA Company Program experience as well as include examples of how this experience will shape future plans of the company or its members



Company Competition

2). Company Commercial – Upload your Company Commercial by April 9th 8pm.

1. Go to <http://www.youtube.com/user/JuniorAchievementECO>
2. Sign in with- Username & Password will be sent to you a week prior*
3. Click “upload”
4. Then click “select files to upload”
5. Browse to find your commercial. (you can either save it to your desktop or have it on your flash drive)
6. Double click on the video file you wish to upload. **Save this video with Company Name, School, and the date.**

Commercial Guidelines

<ul style="list-style-type: none"> ✦ Maximum of 1 minute in length ✦ No copyright infringement ✦ Company logo included ✦ Professionalism and well thought out script ✦ Grabs viewer attention: brings to life benefits and use of product that is memorable to audience. 	<ul style="list-style-type: none"> ✦ Clear description of product and its use/what need it meets for the target audience ✦ Innovative: Think of best commercials, are they funny/shocking? Did they remind you of an experience you have personally felt?
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Key Points Assessed by Judges:

- **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.

Samples of commercials made last year can be viewed through the Junior Achievement You-tube Channel at <http://www.youtube.com/user/JuniorAchievementECO>



Company Competition

DAY OF THE COMPETITION (Date May 1, 2019) First impressions count! Keep this in mind while preparing for this stage of the event.

3). Live Presentation & PowerPoint Presentation

All participating teams will do a business presentation in front of all participating JA *Company Program* students, the judging panel, and any other attendees. A power point must be included during this portion of the event.

It is not required to liquidate the company before the competition. Classes and volunteers have until the end of the school year to finish the program.

Live Presentation Criteria:

- 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. Internet connectivity will not be available in the presentation room and students should plan accordingly.
- 5 company members MAXIMUM may participate in the presentation.
- Presentations will take place before attendees, fellow competitors, and the judging panel.
- The maximum time allocated for each presentation is four (4) minutes.
- Immediately following the presentation, judges will have up to four (4) minutes 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 staff member will be available to assist with visual aids or technology
- 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

Key Points Assessed by Judges

- **Structure of Presentation** – The presentation should summarize the key experiences and achievements of the company by telling their unique company story.



Company Competition

- **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.

4). ENTREPRENEURSHIP EXPO: Tradeshow Booth & Judges' Interviews at the stand.

Judges will visit each stand individually to examine the display and interview company members. Each company can decide how to use their team members. **Stands should display the following:**

- ✦ Name of Company
- ✦ City and School Name
- ✦ Supporting or sponsoring companies (if any)
- ✦ Name of advisors and teachers
- ✦ Product and/or demonstration of service
- ✦ Highlights of sales and final performance
- ✦ One teacher or volunteer may be present at the stand and may be interviewed by the judge

How you choose to display your product or service and sales performance is up to you. Keep in mind that this is your first and most visual representation of your company. Display boards, hand-outs and other visual aids are encouraged at your company booth.

Key Points Assessed by Judges

- **Product pitch** – A brief 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.



Company Competition

- **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.

What's Next? Participation in the Junior Achievement of East Central Ohio Business Challenge does not automatically qualify any JA Team to be eligible to advance to the National JA Leadership Student Summit. Any JA Company Program Team is eligible to make application for selection consideration to attend the JA National Student Leadership Summit. Meals, lodging, and JA USA sponsored activities will be covered for participants and chaperones through the generosity of event sponsors, however each participating team is responsible for travel expenses.

If you are interested in applying and have any questions:

Please email Alyssa West at Awest@jaonline.org or call 330-433-0063.

JA Company Competition – DRAFT 2018 SCHEDULE	
Competition will be held in The Business and Entrepreneurial Studies - Atrium/Lecture Hall	
Pre-Judging of Annual Report/Commercial Due by April 11	
8:45 - 9:20 Atrium	Arrival & Check in Report to Atrium/Lecture Hall Trade Show Set Up & Final Preparations (9:10 - 9:20 CEO Lecture Hall, Bring Presentation to Load)
9:20 - 11:00 Lecture Hall	Company Pitches <i>Teams will have 4 minutes to present.</i> <i>Immediately following the presentation, judges will have 4 minutes to ask the JA Company questions.</i>
11:00 - 11:30 Lecture Hall	Lunch
11:30 - 12:30 Atrium	Tradeshow Judging
12:30 - 12:45 Atrium	Tradeshow Tear Down
12:50 - 1:20 Atrium	Awards

Sample Schedule