

NEW

## CRITERIA FOR COMPETITION EVALUATION

### 1. BUSINESS IDEA (Annex 1)

- a) ORIGINALITY, INVENTIVENESS – a new product/service or improved existing product/service
- b) SOLUTION OF CONCRETE PROBLEM – independently or in connection with economy, local environment; functionality

#### **Interactive promotional material - Electronic presentation \***

Electronic promotional material includes: TV advertisements, radio advertisements, PP presentation, FB, instagram, website, emailing, ... .

Practice enterprises are asked to send promotional material until **1<sup>st</sup> March 2021** to our address by e-mail.

Annex 1

**EVALUATION SHEET OF PRACTICE ENTERPRISES AT THE 15TH  
INTERNATIONAL VIRTUAL TRADE FAIR**

For international and national competition

Nr.	PE, School	Business idea * 23 points (P)				Total points  Max 23 P
		Originality of business idea  ***	Business plan (Power Point Presentation)	Advertisement materials  ****	Presentation interview **	
		1 – 8 P	1 – 7 P	1 - 5 P	1 - 3 P	

\* evaluation before trade fair

\*\* evaluation at the trade fair

**\*\* NEW**

A practice enterprise can be given from 1 to 3 points for a presentation interview (maximum 5 minutes) in front of the members of the evaluation jury. One or two students can participate in the interview.

\*\*\* Additional criteria for evaluating **the originality of a business idea**:

**- Originality / complete originality**

Is it developing an UP idea that is new or already exists in the market? It can also be an improvement on existing products / services - it can also be a good business idea.

**- Usefulness**

Does the product / service solve a specific problem? Does it meet the needs of users?

**- Potential Market Share / "Local - Global"**

The business idea shows the potential market share.

**- Feasibility**

The actual feasibility of an idea: Does the company have the resources, employees, knowledge, resources?

**- Profitability**

Market size? Is the price right? Is a monthly profit guaranteed?

**- Unique value**

Does the product / service have a "unique value" that sets it apart from the competition? We are looking for original added value ... is it price, design, usability, etc.?

\*\*\*\* Additional criteria for evaluating **promotional material**:

- video ads (max 45 sec)
- radio ads (max 30 sec)
- can be recorded on the phone
- Web page,
- FB,
- instagram,
- printed materials (brochures, catalogs, business cards, jumbo posters, leaflets ...)
- emailing.

When creating promotional material, the focus should be on the service or activities rather than the team.

## Annex 2

### Instructions for preparing a unified PP presentation of a business plan

The purpose of these instructions is:

- assist mentors and students in practice firms (PF) to make a simple business plan
- the assessment jury with the unified contents of the business plan presented with the PP, to facilitate the work in assessing the PFs, which they do before the day of the fair.

Suggested slides: 7 to 10

Format: graphic design and animation aesthetic and adapted to the content

Suggested slide content:

1. A description of the PF (1 slide) - in some (up to 3) statements on one slide, to present what we will do to generate revenue with the company and how we will do it.

2. Product / service description (1 slide) - in a few words, say:

- What are our products or services specific in comparison with competition,
- how we will improve them in the future,
- how to protect them and lower production costs or costs of services.

3. Sales \* (up to 3 slides) - briefly present:

- size and orientation of the sales market (region / country / EU / world),
- sales potential (% of buyers on the market),
- competition (their position, strengths, weaknesses),
- positioning.

\* When designing a business model, we try to follow the original business idea, from which we anticipate business success. Of course, it is difficult to plan on the market for PFs dealing with a wide range of diverse activities, so we have a more realistic environment in our sales market survey. For example: we have a company that deals with the production and sale of wooden frames for spectacles and we are studying competition in the planned sales market, even if there are none at all among the PFs.

4. Promotional plan (1 slide) - briefly present

- the main message of communication (low price, highest quality for the lowest price, reputation, affiliation ...),
- communication channels (TV / digital media / social networks / press / PR),  
and with a link (link) to show:
- one or more examples of promotional material (leaflet, website, FB page, video ...).

5. Employee \*\* (1 slide) - show:

- the tasks of existing employees and
- the need for staff in the future (what they will be employing, what kind of profile they will look for in the labour market).

\*\* The structure of employees in PFs (accountants, management, purchasing and sales professionals, staff, secretaries ...) enables students to acquire the necessary skills for the tasks at these workplaces and is adapted to the curriculum. At this point, of course, we have in mind the cadre that corresponds to the business model of our company. In the above-mentioned case, for example, this would be employed by woodworking technicians, opticians.

6. Financial plan (up to 3 slides) - Indicate explicitly:

- financing of start-up and continuing operations (where to get the money);
- capital structure (own resources / foreign sources),
- cost management (production, distribution, logistics, personnel, financing),
- the planned point of failure (when we expect to achieve revenue to cover costs by selling).