

**The INJAZ Al-Arab MENA Region**  
**Company Program Competition**  
**Guidelines & Criteria for Participants 2014/2015**

## Introduction

### Common Aims of INJAZ Al-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 and carefully selected judges who will take a view as to how you have performed against the INJAZ Al-Arab criteria for each stage, compared with other companies in each of the participating Member Nations.

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 in addition to other criteria mentioned in this guide. Judges will also be looking for evidence of innovation and the successful implementation 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 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.

### Eligibility for the competition:

To be eligible, all companies must:

- A) Have 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 **\$3000** or its equivalent in your local currency unless permission of the Member Nations has been granted in which case, 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) Participating team **MUST** be the winning team from their National Competition of the same year as the Regional Competition.

D) Students cannot participate if they have been through our *Start Up* program.

E) Kept strictly to the rules laid down by INJAZ Al-Arab

### **Permitted Minimum and Maximum Age of Participants:**

Students representing their companies in the Regional Competition must be at least 16 years old and no more than 24 years old at the date of the competition (high school and university students only). Students should not be a day older, or younger than the above age limit. Younger or older students will be automatically asked to withdraw from the Regional Competition.

### **Maximum Number of Participants for the Regional Company Competition:**

The maximum number of participants allowed per country is limited to 6 students, and 2-3 chaperones (preferably, the volunteer should be one of them).

### **Composition of competing teams for the Regional Company Competition:**

Member Nations may send a university team, a high school team or both. If either a high school or university team will participate, the team should consist of only 6 students, their chaperone and an INJAZ staff. If a MN would like to send two teams (one high school team and a university team), the teams should consist of 3 high school students, their chaperone, 3 university students, their chaperone and an INJAZ staff.

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

The language to be used at all stages of the competition 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. If they choose to present or speak in English, that is fine, but they should be bilingual. 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.

## **Selling Stocks**

There is a total of 600 stocks allowed for each student company – each stock valued at \$5 or equivalent, giving the company the possibility of raising up to \$3000 MAX or equivalent in capital. The INJAZ local office may see fit to vary the total number of stocks and/or the value of each stock to make transactions in local currencies easier – this is acceptable as long as the total capital shall not exceed the equivalent of \$3000. Further details are available with INJAZ Arabia office.

Maximum stocks to be bought by student employees and their families shall not exceed 40% of the total; leaving 60% to be sold to external investors in the company (friends, teachers or other). Because student companies will vary in size and number of employees, the maximum number of stocks that can be bought by a single employee will vary from one company to the other – as per the table below.

The volunteer will instruct the student employees on the maximum number they can buy according to the size of the company.

Remember! Students might be asked to provide written proof (a letter from the volunteer for ex.) that all stocks were sold according to the INJAZ guidelines and that stockholders have been reimbursed with losses or dividends.

Number of students in the company	Maximum stocks allowed per student	Maximum stocks allowed per family	Average each student needs to sell to external investors	Average each company needs to sell to external investors	Percentage that the company in all will sell to external investors
15	5	11	24	360	60.00%
16	5	11	23	360	60.00%
17	4	10	21	360	60.00%
18	4	9	20	360	60.00%
19	4	9	19	360	60.00%
20	4	8	18	360	60.00%
21	3	8	17	360	60.00%
22	3	8	16	360	60.00%
23	3	7	16	360	60.00%
24	3	7	15	360	60.00%
25	3	7	14	360	60.00%
26	3	6	14	360	60.00%
27	3	6	13	360	60.00%
28	3	6	13	360	60.00%
29	2	6	12	360	60.00%
30	2	6	12	360	60.00%

## 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; they are:

- 1. Company Report/ Business Plan**
- 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.

## 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 have achieved. This segment carries **15%** of the weight of the final grade. 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. 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 Volunteer(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 (clear explanation of what it is and how it works)
    - ✓ Target Market
    - ✓ Summary of financial results
    - ✓ Summary statement of Company performance.
    - ✓ Index
  - The report must include the company's final accounts (i.e. Profit and Loss Account and Balance Sheet, prepared to the company liquidation date). It should state how many stocks were sold to company employees, how many to their families and how many to the external investors, in addition to explaining how their start up money was obtained. 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 highlighting the product/service they have produced; it should have a clear description of the product or service, how it works, the target market.... **The report must be written by the students** and should be original and innovative in approach, not based on a template from previous years. It should have some pictures, but not too many. 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

Written Reports 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, logo, year, name of volunteer, country represented)
- ✓ Financial accounts (Profit/loss report, balance sheet, signature of volunteers on accounts)
- ✓ Reads like a business document (professional feel, with charts or graphs.....)
- ✓ Creative
- ✓ Added photos
- ✓ Team structure
- ✓ Brief but clear business description
- ✓ Overall business performance (e.g.: Marketing, Finance, PR, HR....)
- ✓ Learning demonstrated as a team
- ✓ Future potential of the company
- ✓ Sustainability
- ✓ Marketing plan

## **STAGE 2 – PUBLIC PRESENTATION**

This segment is your chance to present and pitch your company to potential investors; it is the first time you will meet the judges, so remember, first impressions are very important! This segment carries **25%** of the total final grade.

### **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 **5** minutes.

- ✓ The style should be business-like but may include the use of some humor.
- ✓ Keep the presentation professional and if you want to include humor, make sure it appeals to a diverse audience.
- ✓ You need to be as creative as possible.
- ✓ Students should use the Public Presentation to market and sell their COMPANY rather than their PRODUCT to a possible investor in the audience; however, the product/service MUST be made clear during the presentation.
- ✓ The presentation team must not at any time exceed six students.
- ✓ Students must be in business attire (skirts must be knee length and shirts must be proper and buttoned up)
- ✓ 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.

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. This is a very important stage, try and be as creative as possible. Try to market and sell your company to investors in the audience; convince them to invest in your company. Show how your company has generated job opportunities. Do not waste your time telling the audience about finances which are already in the written report, instead, show the audience that you have a good profit. Don't waste time introducing your team; if you want to introduce the team do it creatively and in the shortest time possible, remember an investor doesn't need to know who each person is in the company, they just need to know that you have a strong and committed team, they also want to know about the product, the company and its performance!

## Key Points Assessed by Judges

The presentation will be assessed on the following basis:

- ✓ Structure of presentation
- ✓ Summarizes key experiences and achievements
- ✓ Structure and flow of information
- ✓ Demonstrates the need for your product/service
- ✓ Team spirit and how strong the team is
- ✓ Target market and product research conducted
- ✓ Social responsibility plan
- ✓ How environmentally friendly the product is
- ✓ Social impact (how the company or the product has affected the community...)
- ✓ Delivery technique (reading off a paper, confident, body language...)
- ✓ Visual aids
- ✓ Originality (how creative the presentation is)
- ✓ How grabbing it is
- ✓ Investment potential
- ✓ Sustainability and future plans for growth
- ✓ Job creation
- ✓ Time management
- ✓ Clear product/service

## STAGE 3 - TRADE FAIR STAND/BOOTH VISITS

This is the first opportunity your team will have to talk to the judging panel in person, answer their questions and market your product; therefore keep this in mind when preparing for this stage of the competition. This segment carries **20%** of the final grade. **In this stage you must sell the audience your**

**PRODUCT!** Marketing the product and or service is the most important aspect of this segment. Try to convince people to buy something from you without being pushy!

### Rules

- One volunteer or 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 6 minutes.
- Judges will visit the stands and will examine the display and interview the company members. Stands should display the following:
  - ✓ Company name, slogan (tagline) and logo
  - ✓ Country represented
  - ✓ Supporting companies (if any)
  - ✓ Product and / or Demonstration of Service (presented as if at a Trade Fair)
  - ✓ Marketing material
- 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. Judges will observe the students while they are talking to the public marketing and selling their product. Try to make your booth stand out from the rest; make it attractive and creative in its design. (Taking the students to local exhibitions will help them get ideas for their booths.)

### Key Points Assessed by Judges

The booths will be assessed on the following basis:

- ✓ Visual display (posters, roll up, banners, sales display .....)
- ✓ Product or Service idea (how innovative, how well it's developed, how well it's made,...)
- ✓ Samples of the product or a clear explanation of the service
- ✓ Name and logo of the company
- ✓ Country represented
- ✓ Team spirit and image
- ✓ Customer service and satisfaction

- ✓ Sales techniques (can you sell your product/service effectively...?)
- ✓ Marketing plan (use of social media, messaging, face book, posters, fliers, ...)
- ✓ Market share and penetration
- ✓ Use of technology
- ✓ Product knowledge
- ✓ Product pricing
- ✓ Market or product research
- ✓ Booth set up
- ✓ How convincing the sales pitch is
- ✓ Promotions
- ✓ Competitive advantage

#### **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. This segment has a heavier weight than the three other segments, as it carries 40% of the final grade. Judges are likely to probe company members on their understanding of how and why the company performed as it did and what general lessons the students are able to draw from this, and how these lessons might be applied in a new business context.

Company members without their volunteer or teachers will be questioned by the panel of judges for a maximum of 15 minutes about different aspects of their company.

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

The panel interview will be assessed on the following basis:

- ✓ Company objective as well as mission and vision
- ✓ Marketing plan (use of social media, fliers, posters, emails, mobile messages, ...)

- ✓ Understanding behind company performance
- ✓ Lessons learned
- ✓ Ability to apply lessons learned to new situations
- ✓ Development of personal skills
- ✓ Team spirit, strength and commitment
- ✓ Use of technology
- ✓ Financials
- ✓ Knowledge and understanding of how businesses function
- ✓ Body language (posture, eye contact, attitude.....)
- ✓ Gender balance in roles and responsibilities.
- ✓ Ability to answer difficult questions
- ✓ Future growth plans
- ✓ Sustainability
- ✓ Risk taking
- ✓ Market or product research that students have conducted
- ✓ Competitive advantage
- ✓ Feasibility of the idea
- ✓ Societal impact
- ✓ Adaptability
- ✓ Ethics

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 could be for any of the following categories:**

1. Most Innovative Product
2. Highest Generated Profit

3. Best Marketing Plan
4. Best Company of the Year
5. Best Enterprise of the Year
6. Best Booth Display
7. Best Logo
8. Best Company Name
9. Best Public Presentation
10. Best Corporate Social Responsibility Plan
11. Customer Service and Satisfaction
12. Most Environmentally Friendly Product
13. Product with Most Potential for Growth
14. Most Sustainable Company
15. Product with Greatest Social Impact
16. Social Media Award
17. Social Innovation Award

**\*(the awards may be given for all the above categories or only for a few selected ones)**

#### **Notes to share with your volunteers:**

1. Show the students and the volunteer either the full DVD of the Competition or the below coverage early on, so they have a clear idea of what is expected of them as well as what they should expect from the experience.

*CNBC Arabiya:* [http://www.youtube.com/watch?v=\\_qnRFrITz2I](http://www.youtube.com/watch?v=_qnRFrITz2I)

*Khawater:* <http://www.youtube.com/watch?v=sJPRNRI--yE&feature=relmfu>

*CNBC Arabiya:* <http://www.youtube.com/watch?v=liltj1MqjAl&feature=related>

1<sup>st</sup> Regional Competition: <http://www.youtube.com/watch?v=VIPZNOY5IEc&feature=related>

2<sup>nd</sup> Regional Competition: <http://www.youtube.com/watch?v=dEhSuCzOgTc&feature=related>

3<sup>rd</sup> Regional Competition: <http://www.youtube.com/watch?v=CWBRfgzXp5M>

4<sup>th</sup> Regional Competition: <http://www.youtube.com/watch?v=UHa-8h9X11I>

2. Kicking off the program with I Camps is a great idea as it gets ideas flowing among the students.
3. Encourage volunteers to bring in specialists from their colleagues when they introduce the department roles.
4. Remind volunteers to have the PR department document each step with pictures and short videos as they might use this material in their reports and presentations.
5. Encourage students to be environmentally aware with CSR programs, but they must also show profitability, scalability and ability to grow.
6. Encourage volunteers to take students or encourage them to go to local exhibitions to see how booths are presented and notice marketing strategies.
7. Below is a list of products to help the students get a better idea of what others have done before. **\* This list is only to give them ideas from previous years. It's better for them to develop their own new and creative ideas.**

**Sample list of products from previous years, in addition to the list of approved products in your book:**

Recycled book covers	Gift baskets	Bags from recycled material or other material	Covers for electronic devices
Clothes	Computer accessories	Teaching computer skills CDs	Picture dictionary
Books	Accessories	Toys from recycled towels	Advertising
Car accessories	Energy saving products	Running Social media for a company	Stationary vending machine in schools
School supplies	Event Management	Board games	Card games

Packaging	Cards	Gift bags from recycled material	Magazines
Clothing	Stationary	Jewelry	Key chains, napkin holders
Children's party entertainment	Cushions with stuffing from rice husks	Desk organizers resembling traditional things	Touristic products
Videography services	Marketing company	Sports media company	Recycling IT waste
Photography	Technology products	E- Books	E-walking stick for the blind
Electronic devices	Service companies	Maintenance companies	Smart phone apps
Lap Top bags with solar panels	SMART boards	Recycling toys	Fertilizer
SMART solutions	Souvenirs	Water conservation products	