



## FINAL ROUND JUDGES' INSTRUCTIONS

**Thank You** for volunteering your time, your expertise, and your enthusiasm to be a judge for this virtual competition for the NFTE Youth Entrepreneurship Challenge. You are helping to develop the entrepreneurial mindset in America's youth and to help them approach the future with vigor and confidence in their ability to launch their own ventures.

**The Challenge:** The students whose work you will be judging have all completed their NFTE course during the most recent school year. **Your role** is to help determine which student business idea provides the most innovative solution to a real-world problem. Keep in mind that this is different than asking you to think about which business you would invest in! Rather, you are investing in the potential of the idea and of the student's mindset.

Some students may be operating the business they are presenting. **Having already started the business is of secondary importance to the overall quality and thoroughness of the business plan.** Please do your best to check the natural bias towards operational businesses for this competition.

Please take the time to watch the Final Round Judge & Time Orientation video, which will walk you through the whole competition in just 13 minutes.

**The Presentation:** Challenge contestants will make an oral presentation of their business plan, accompanying a PowerPoint display (examples in the orientation video). You will have a photocopy of each PowerPoint presentation and are encouraged to make notes. You will also receive a copy of each presenter's Executive Summary from their written business plan.

The presenters may only present one business card and one flyer to the judges. They may also display one sample of their product or service, which has been pre-approved by NFTE staff. If their product is small enough they may distribute one for each judge to see, but judges may not keep those products (unless they are food samples). In order to maintain a level playing field, they are not permitted to bring a full portfolio or additional materials of any kind.

After each presenter you will be given 3-5 minutes during which the judges may ask questions about what they've just seen. Please consider the students' answers as part of your scoring.

Remember: we ask you to evaluate *both* the caliber of the presentation and the underlying potential of the business idea.

Please recognize that the business plans you judge are for student businesses. The size and complexity of the plans will be appropriate to the financial and business resources available to a young person. Our purpose is to help young people develop the entrepreneurial mindset and

skills portfolio that will serve them in various aspects of life. Additionally, we pride ourselves on working with students from a variety of backgrounds and educational levels. Language skills and dialect are not the focus of the presentation. Also remember that these students have been asked to solve problems that are specific to their community and the world they live in. Therefore, they may not solve a problem you're even remotely familiar with or have encountered in your community at all. That doesn't mean it's not important to their target market!

**Scoring:** A pdf copy of the rubric is available for you to review. During each presentation, please use the rubric to register a preliminary score for each of the subsections and then add the subsection scores for a preliminary total score. You will score the presenters on a scale of 0 to 6. **We will provide pens and pencils for your use – using a pencil for preliminary scoring is encouraged.** As the presentations progress, you may modify your ratings based on your further evaluation and on how each plan compares to the others you see.

At the end of each rubric we ask you to **include some specific feedback for each section.** Your **praise and constructive feedback** are extremely important to the young entrepreneurs as they continue to develop their businesses.

**After the final presenter is done, you will go with the other judges to a separate room for 15-20 minutes of deliberation.** The tabulator and monitor will present the tabulated preliminary results: these will be the rankings of the presenters based on the simple averages of all judges' preliminary scores.

*Thank you again for volunteering your time, your expertise, and your enthusiasm to be a judge. Your participation is very much appreciated*

**NOTE:** Questions? Ask your staff monitor during deliberation, or before the competition please email [SuzanneT@nfte.com](mailto:SuzanneT@nfte.com)