

## **YOUNG ENTERPRISE SCOTLAND COMPANY OF THE YEAR**

### **GUIDANCE & CRITERIA FOR STUDENTS**



## **COMPETITION OVERVIEW:**

**Welcome to your Company of The Year 2021 experience!**

Now that you have started your student company journey, you will have the opportunity to participate in competitions at a regional level which could lead to competing for the overall national title of Company of the Year 2021.

This document outlines:

1. An overview of the four key elements of success that your student company will be judged on.
2. An overview of the evidence that you will be asked to provide to show how you have demonstrated the four key elements of success.
3. Some Top Tips for taking part and what you will gain along the way!

**From all at Young Enterprise Scotland, we wish you good luck!**

## **COMPETITION STAGES:**

**Regional Finals**  
20<sup>th</sup> – 22<sup>nd</sup> April  
2021

**Scottish Final**  
2<sup>nd</sup> June 2021

**UK Final**  
15<sup>th</sup> June 2021

*To find out the competition dates for your local and regional areas please visit contact your Young Enterprise Scotland representative.*

# Four Key Elements of Success

Success in the YES Company Programme is not just about what team has made the most profit or appears to be the most professional on the surface...

...success is much more than that. We have identified four key elements of success:

1. The enterprise
2. Running of the enterprise
3. The team journey
4. The impact and legacy of the enterprise

You will be asked to prepare an **online report**, record a **short presentation** and participate in a **recorded "interview"**. We have created four key elements of success for you to consider when putting these together. Judges will be looking for evidence of these four elements when making their decisions.

This year we understand that Covid-19 has brought about unprecedented disruption for many students participating in Company Programme. This will be taken into consideration when reviewing your evidence.

Judges will pay particular attention to the ways in which you have worked as a team, overcome challenges, gained skills and reflected on their lessons as part of their team journey.

Please do not worry if you have not been able to provide evidence in all four areas. Where this is the case we would encourage you to show how you would have delivered in these areas E.g. How you **would have** promoted your products or how you **would have** managed your finances if you had the opportunity to do so.

Showing an understanding of how to run a successful business is equally important as the application.

## The Enterprise

1. **Innovation and creativity:** How did your team go about generating ideas for your student company? How is your enterprise innovative?
2. **Uniqueness and added value:** What is unique about your enterprise? If your product or service already exists, how have you added value?
3. **Need for your enterprise:** Did your enterprise meet an unmet need or gap in the market? How well have you researched and understood the needs of your customers?
4. **Brand and identity:** What is the brand? How have you conveyed your message and image to the general public? How have you used digital channels such as social media, a website or app to promote and build a digital presence for your enterprise?
5. **Followers and feedback:** Who are your customers and supporters? How have they engaged with your enterprise? What feedback have you had from your customers/supporters?

## Running Your Enterprise

1. **Business planning:** What plan did your team put in place for how you would set-up and run your enterprise? How did you decide who would do what in your team?
2. **Production and promotion:** What creative methods did you/would you use to make or deliver your product(s) or service? What creative methods have/would you use to promote and sell your product(s) or service?
3. **Financial management:** How effectively do you feel your team managed your finances? How did/would you go about raising start-up capital? How did/would you track income and expenditure?
4. **Use of digital and safety:** Digital is a big part of how businesses operate, how have/would you integrate digital into how you run your enterprise? How have/would you stay safe online and protected your customer data?
5. **Networking and partnerships:** Have you worked collaboratively with others or organisations outside of your team? Who has offered you support and guidance?

## Team Journey

1. **Working as a team:** As a team how well do you think you have worked together? What strengths do you think each of you contributed? How did you support each other during this experience?
2. **Overcoming challenges:** What, if any, challenges did you encounter? How did you solve the challenges? Are there specific examples that come to mind?
3. **Gaining skills:** What skills do you think you have developed from your Company Programme experience? How will you use what you have learnt in your future education and employment?
4. **Lessons learnt:** What was the most valuable thing you learnt as a team?
5. **Reflecting on your journey:** If you were to set up your enterprise again from scratch is there anything you would do differently as a team?

## Impact and Legacy

1. **Mission and goal setting:** What goals did your enterprise want to achieve? What were your mission and aims? What problem, need or desire are you aiming to address.
2. **Achievements:** To what extent did your enterprise achieve your goals? What did you do to achieve these goals?
3. **Working responsibly:** What steps did you take to ensure that your enterprise has/would have a positive impact on your local community and the planet?
4. **Impact:** What difference has your enterprise made to the lives of your customers, to the local community or to the environment? Are there any inspiring stories from your customers that you can share?
5. **Legacy:** If you were to continue your enterprise beyond your Young Enterprise experience what would you do? What ongoing legacy do you think your enterprise will have?

# The Evidence Portfolio

To help judges decide which student company has demonstrated that they are the most successful enterprise, you will be asked to provide verbal and written evidence of the four key elements of success.

1. The enterprise
2. Running of the enterprise
3. The team journey
4. The impact and legacy of the enterprise

This will take the form of a student company report, a recorded team interview and a presentation.

The content of the evidence portfolios will be considered against the same criteria to ensure equality of judging regardless of the method of delivery.



## Student Company Report **40% of overall marks**

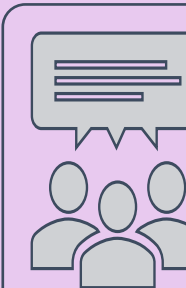
You will be asked to complete a digital report that can be accessed through YE Online. You will be able to save & make changes as you go along.

The report will be divided into the four key elements of success and will be asked to include evidence for each section.

You can add in logos, photos and other images or graphs, links to websites and social media.

Please don't create your own report as any other format will not be accepted.

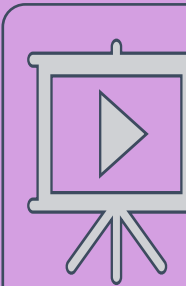
Please ensure you submit your report electronically to your YES representative by the deadline you have been given.



## Recorded Team Interview **30% of overall marks**

Your team will be sent a series of interview questions in advance about your experience, achievements and learning. (See next page)

You will be expected to record your answers into a video – it's up to you how to do this. It can be just one member, or a whole team via a recorded Microsoft Teams / Zoom session. Remember that this is worth 30% of the overall marks, so try to make your video as professional as possible, as if you were taking part in a live interview.



## Presentation **30% of overall marks**

You will be asked to record a digital presentation (no longer than 4 minutes and with up to 5 members of your team). The easiest way to do this is via a [narrated powepoint](#).

The presentation should demonstrate how your enterprise has been successful especially focussing on your team journey. Speak about what motivated your team to set up the enterprise, the highs and lows of your journey and reflect on what you've learnt.

Practice makes perfect – practice your presentation as a team in front of an audience who can give you honest and constructive feedback.

Do not infringe intellectual property or copyright. Only use music, images or video that you have permission to use.

## The Interview

For the recorded team interview, please answer the following questions:

1. Describe your business and what you do in a few sentences.
2. What makes your business unique and stand out from the crowd?
3. Digital is a now big part of how businesses operate, how have/would you integrate digital into how you run your enterprise?
4. What skills have you developed as part of Company Programme that you will be able to use in other parts of your life?
5. What difference has your enterprise made to the lives of your customers, to the local community or to the environment?
6. How did Covid affect your business operations, and what, if anything, did you do to work around this?
7. What was the most valuable thing you have learnt as a team?

## Your Video Introduction

As part of the virtual Regional Finals taking place in April 2021, we want all of our guests to be able to find out more about each of our finalists!

Please submit a short video (no longer than 1 minute) introducing your company and tell us a little about your product or journey.

This can be the whole team, or just an individual – it's completely up to you.

Please ensure that this video is landscape, but recording this on a phone is absolutely fine.

For any guidance on what is required, please contact [companyprogramme@yes.org.uk](mailto:companyprogramme@yes.org.uk)

## Deadlines & Process

### Timelines

Companies' Submission Deadline: Friday 19th March, 5pm

LAT Online Finals: 20/21/22 April (6pm each evening via YouTube)

Tuesday 20th April: Argyll & Bute, Grampian, Highland & Moray, Shetland, Tayside

Wednesday 21st April: Borders, Fife, Forth Valley, Lanarkshire, Lothian

Thursday 22nd April: Ayrshire, Dumfries & Galloway, Dunbartonshire, Glasgow, Renfrewshire

### Support for Schools

YES will provide online training and drop-in sessions throughout February & March to assist students in preparing material for submissions.



### Digital Support Sessions

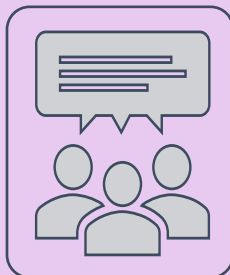
Wednesday 24<sup>th</sup> February – Preparing Your Company Report (4:30 – 5:30)

Tuesday 2<sup>nd</sup> March – Preparing Your Financial Statements (4:30-5:30)

Thursday 4<sup>th</sup> March – Preparing Your Presentation & Interview (4:30 – 5:30)

**Friday 19<sup>th</sup> March – SUBMISSION DEADLINE**

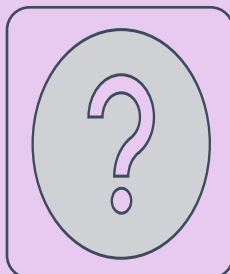
**All these sessions will run on Microsoft Teams, and links will be sent directly to the registered Centre Leads in advance of each session.**



### How to Submit Your Evidence

All evidence (Report, Presentation & Recorded Interview) should be sent to [CompanyProgramme@yes.org.uk](mailto:CompanyProgramme@yes.org.uk) by 5pm on Friday 19<sup>th</sup> March 2021. If your files are large, please consider sending via a file transfer site like WeTransfer or Dropbox.

**Please ensure that your e-mail clearly contains your Company Name, School Name, Registration Number and LAT Region.**



### Where can we get help?

For any additional guidance, support or questions, please get in touch with your regional representative or YES directly on [CompanyProgramme@yes.org.uk](mailto:CompanyProgramme@yes.org.uk)

## Building Skills & Attributes

There are a lot of benefits to taking part in the competitions.

Preparing for competitions is a great way for your team to reflect on and celebrate your achievements, develop skills and celebrate how you have overcome challenges along the way.

**Competitions are also a great way to develop:**



**To be eligible to participate in competitions student companies must:**

- Have registered with YE
- Have submitted the Student Company Report online using the template on YE Online
- Have complied with the YE Student Company Operating Framework

## Five Top Tips:

- **Prepare** - jot down evidence of how your team has met all four elements of success in bullet points before you start preparing your report, presentation or interview.
- **Practice** – do practice interviews and presentations with your team
- **Be creative** – add logos, photos and imagery to your report and presentation
- **Be organised**– make sure you have submitted your report and presentation by the deadlines given to you by your YE representative
- **Have fun** – the interview and presentation might seem a little scary but just be yourself and enjoy the process!

### Journey Award for Inspiring Individual

Do you know a student who might not have had the most successful enterprise but has overcome challenges, shown resilience, gained skills, learnt valuable lessons and worked well as a team?

Ask your teacher, Business Adviser or YE representative to nominate them for the Journey Award for Inspiring Individual 2021.

Nomination guidance and the online form can be found on YE Online on the competitions page.