



**Junior
Achievement™**

NSLS

National
Student
Leadership
Summit

Social Innovation Challenge: Guidelines and Criteria for Participants



**June 9 - 13, 2024
Washington, D.C.**

studentsummit.ja.org

Junior Achievement Core Purpose

To inspire and prepare young people to succeed in a global economy.

Junior Achievement Core Values

- Belief in the boundless potential of young people.
- Commitment to the principles of market-based economics and entrepreneurship.
- Passion for what we do and honesty, integrity, and excellence in how we do it.
- Respect for the talents, creativity, perspectives, and background of all individuals.
- Belief in the power of partnership and collaboration.
- Conviction in the educational and motivational impact of relevant, hands-on learning.

JA National Student Leadership Summit

The Summit is Junior Achievement’s opportunity to celebrate the achievements of students from across the United States. This pinnacle event brings the top 15 JA Team Program teams and the top 10 JA Social Innovation Challenge teams to Washington, D.C. for three days of high impact JA experiences. Students will demonstrate their business acumen, creativity, and entrepreneurial thinking in a competitive environment—showcasing their teams to Members of Congress and business leaders. In addition to the competition, JA students will have the opportunity to participate in workshops led by national experts in innovation, entrepreneurship, and business. To get a feel for the event, visit [facebook.com/JAStudentSummit](https://www.facebook.com/JAStudentSummit) or watch the video from the 2023 NSLS here: https://youtu.be/k_YpLwPn9Po?si=dWQSGdCcT0YNmYli

Eligibility

Permitted Minimum and Maximum Age of Participants

Students representing their teams in the competition must have been enrolled in high school during the 2023-2024 school year. Middle school students or students who graduated prior to 2024 will automatically be asked to withdraw from the competition. Students that fall outside of these guidelines can only be approved to participate by the Senior Vice President of Junior Achievement USA Education Department and the local JA Area President.

Number of Participants per Team

For the competition, a minimum of 2 and a maximum of 4 students are allowed to represent their student team at the JA National Student Leadership Summit.

JA Social Innovation Challenge Information

Overview

The JA Social Innovation Challenge is a national competition in which high school students are invited to submit their innovative ideas for improving and making an impact on their communities. The top 10 teams will compete as finalists at the JA National Student leadership Summit in Washington, D.C.

Independent judges will determine team performance against the competition criteria as compared with other JA teams during each stage of the competition process. First, second, and third place honors will be awarded.

Submission and Selection Timeline

April 22 – May 3	Student Team Submission Period
May 6 – May 9	Finalist Selection
May 10	Finalists Announced
May 17	Complete Event Registration
June 9 – 13	JA National Student Leadership Summit

Process and Eligibility

- Teams wishing to be considered must provide their local JA Area with their JA Social Innovation Challenge Submission Deck and commercial/video. **The deadline to submit to JA USA is Friday, May 3.**
- JA Areas throughout the United States may submit JA Teams for consideration.
- JA Teams must have been active during the current school year to be eligible.
- JA Teams must have participated in *JA Be Entrepreneurial*, *JA Company Program*, or *JA Entrepreneurial Mindset* or other JA USA approved variation and follow the JA Program Implementation Standards for these programs. These standards include completing the full curriculum and that a community volunteer has taught the required minimum number of instructional contact hours.
- All submitted materials must be the original work of JA Team students.
- Only JA Area staff may register student teams for consideration. Upon receipt of the above materials, the JA Area must:
 - Complete the online submission for the JA Team here: <http://studentsummit.ja.org>
 - Upload the SIC Submission Deck
 - Download the template here: <https://data.ja.org/s/XSEAAA>
 - Upload your commercial or video showcasing your product.

Finalist Selection

- A panel comprised of JA representatives will be convened for the review process.
- The panel will score JA SIC Submission Deck based on the provided judging criteria.
- The selection panel will submit finalists to JA USA.
- Up to 10 JA Teams will be selected as finalists for advancement to the JA Social Innovation Challenge.
 - Note: Commercial submissions will be scored for the 10 teams advancing as finalists. Commercial scores will be factored into the final team score.

Announcement of Finalists

- The finalists will be announced on Friday, May 10, 2024.

Competition Stages

There are three stages to the competition:

- **Stage One:** Online Submission of JA SIC Submission Deck and Commercial/Video (By May 3)
- **Stage Two:** Finalist Selection (By May 10)
- **Stage Three:** Onsite competition including Entrepreneurship Expo, stage presentation, and interview before the judging panel (June 9-13).

Stage One: Student Team Online Submission JA Social Innovation Challenge Submission Deck

The JA SIC Submission Deck is an opportunity to showcase the team's innovative idea, the research they have conducted, and the advantages that they retain over potential competitors in the market. It represents an opportunity for teams to set themselves apart and demonstrate their entrepreneurial savvy.

Guidelines

The deck should follow the format of the JA SIC Submission Deck Template (which can be downloaded here: <https://data.ja.org/s/XSEAAA>). Teams may add text, and images; however, they may not add slides or re-arrange the order in which the slides appear in the template.

Judging Criteria

- **Brand Identity:** illustrate the team's brand through the inclusion of a team logo, brand name, and mission/vision statement(s).
- **Social Problem and Solution:** articulate a clear explanation of the social problem and an overview of the proposed innovative solution.
- **Research and Market Analysis:** identify existing alternatives in the market, provide a single clear, compelling message, and provide an analysis of what makes your product unique and competitive.
- **Customer Elements:** identify and describe your customer segments, early adopters, and channels.
- **Business Performance:** share the key metrics that you will use to measure success, outline your fixed and variable costs, and explain your sources of revenue.

Commercial / Video

The commercial / video is an opportunity to showcase the benefits of the team's product and innovative approach to meeting their customers' needs.

Guidelines

- The presentation should grab the viewers' attention and spotlight the team's product or service. The commercial should bring to life the benefits and use of the product/service in a way that will be memorable for viewers.
- The clip should clearly demonstrate how the product or service adds value/fulfills a need for the target audience.
- When making the video, think of some of the best commercials – what made them the best and what made them memorable? Were they funny, innovative, or shocking? Did they tell a story? Did they speak to an experience you personally have felt?
- Please note: All videos must adhere to copyright protection guidelines. Students may not use copyright protected images, music, or references without express written permission. Any videos that include music copyright infringement will be denied. Please cite the music source (artist and song title) at the end of video even if the music is public domain or royalty free.
- The maximum time allocated for each video presentation is 1 minute.
 - Commercials should be uploaded using the instructions provided on page 3, no later than Friday, May 3. The format must be in either Windows Media or QuickTime (.mov .mp4 or .wmv).

Judging Criteria

- **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.
- **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.
- **Prototype/Product demonstration/use** – The commercial should include a demonstration of the product/service in order to provide context for the viewer.

Stage Two: Finalist Selection

Please refer to finalist selection process on Page 3.

Stage Three: On-Site Competition

Please be advised Entrepreneurship Expo booth displays and team presentations must be prepared prior to arriving at the event. The Summit schedule does not allow for team practice time. Teams should expect to be engaged in full-day competition activities for the duration of the JA Summit. More detailed information will be provided to finalists once they have been selected.

Entrepreneurship Expo

Booth Display – This is the first direct encounter your team’s team will have with members of the judging panel as well as the general public.

Guidelines

- Visitors as well as judges will be given the opportunity to observe and interact with team members in action.
- Chaperones are allowed to be at the booth during the Entrepreneurship Expo.
- The Entrepreneurship Expo is open to the public; visitors can examine the booths and ask questions. Booths should display the following:
 - ✓ Name of the team
 - ✓ City and state
 - ✓ Supporting or sponsoring teams (if any)
 - ✓ Names of advisors and teachers
 - ✓ Product and/or demonstration of service
 - ✓ Highlights of sales and final performance
- The booth contents should be produced and funded by the JA Team. More information will be shared with finalists upon selection.

Judging Criteria

- **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.
- **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.

Presentation

Presentation before the Judging Panel

This is your team’s opportunity to engage with the judging panel and demonstrate your knowledge of the team and overall experiences.

Guidelines

- The presentation should highlight your path to developing your innovative solution including an overview of your journey and incorporating an explanation of the social problem you seek to address. Highlight your connection with the problem at hand and share next steps in your journey.

- All team members in attendance at the Summit are required to participate in the presentation.
- Presentations will take place before a public audience, 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, team, 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.
- Presentations must be in Microsoft PowerPoint and not include added audio or video.

Judging Criteria

- **Structure of Presentation** – The presentation should summarize the key experiences and achievements of the team by telling their unique team story.
- **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.
- **Viability** – The product or service proposed is viable and adequately addresses the problem at hand. There is a likelihood that there will be a market for the product or service, and that the product or service will function as expected.
- **Critical Thinking** – In response to judges' questions, students demonstrate disciplined thinking that is clear, rational, open-minded, and informed regarding their team or product/service.

Interview

The interview is a very important aspect of the competition because the judges can ask any questions about the students' understanding of the social problem selected and how the students researched and responded to the problem, the general lessons they gained from the experience, and how these lessons might be applied in other situations.

Guidelines

- Student teams will be interviewed collectively without an audience present. Each student should be prepared to answer questions related to their business performance and learning experiences. Questions will not be shared with students in advance of the interview.

Judging Criteria

- **Development of Personal Skills** – Each student will be asked to share what they have learned and gained from participating in the *JA Social Innovation Challenge* experience.
- **Business Knowledge** – Students should be prepared to answer any specific question related to their team's innovative solution to a social problem.
- **Lessons Learned** – The team should be prepared to answer questions regarding their business performance and apply it to other situations.
- **Ability to sufficiently answer questions** – The team will be assessed on whether they could sufficiently answer judges' questions.

Additional Awards

In addition to the JA Social Innovation Challenge, Summit finalists may also have the opportunity to compete for other prestigious awards at the JA National Student Leadership Summit. All finalists and winners will be determined by pre-event submissions, virtual or on-site interviews, and/or other Summit performance. Additional information on these awards will be provided when finalists are announced on May 10, 2024.

Questions

Contact Meg Chapman at meg.chapman@ja.org.