



YES@SP BUSINESS SCHOOL DESIGN FOR CHANGE CHALLENGE

Competition Guidelines

General Rules

1. This competition consists of a Preliminary Round and a Final Round.
2. Your team will propose an innovative product or service and present (“pitch”) it to a panel of judges.
3. Your team will have a **maximum of 5 minutes** to make your “sales pitch.”
4. The facilitator will alert you 1 minute before your time is up.
5. Your team may decide on the number of speakers to deliver the “sales pitch”, but be mindful that you have only 5 minutes. However, other team members may participate creatively to make the “sales pitch” convincing & interesting.
6. The judges will award one group mark for each team. No individual marks will be awarded.
7. Your team **MUST** bring at least one notebook computer and a thumbdrive for the presentation (“pitching”). Macintosh laptops are not encouraged because there is no technical support for such laptops.

Business Ideas Presentation (“Pitching”) - Preliminary Round

1. Each team will have **5 minutes** to present (“pitch”) their product or service to a panel of judges.
2. There will be 8 panels of judges and the team with the **highest score** from each panel will qualify for the Final Round.

Business Ideas Presentation (“Pitching”) – Final Round

1. The eight (8) finalist teams will make the same 5 minutes pitch to a panel of judges who will decide on the results of the competition.
2. The judging criteria are the same as the Preliminary Round.

Finalist teams will receive the following cash awards and prizes:

Champion:	\$1,000 per team & YES Challenge Shield and Trophy
1st Runner-up:	\$800 per team and Trophy
2nd Runner-up:	\$500 per team and Trophy
5 Finalists:	\$200 per team and Trophy
8 Consolation Prizes	\$100 per team

Judging Criteria

To make the sales pitch convincing, each team must consider the following points:

- A) Propose a product/service that is bold, fresh and innovative and has a competitive advantage. Your product/service must be in any one of the following categories:

Technology
Fashion & Beauty
Health
Music & The Arts

- B) Prepare and do a 5-minutes “sales” pitch to a panel of judges on why and how your proposed product/service meets the needs of your customers.

The assessment criteria are as follows:

Criteria	Maximum Score
Content	
1. The Engagement Question - Opening statement to hook prospect	20%
2. The Differentiator - Explain how the product/service deserves immediate action	40%
3. The Call to Action - Get prospect to grab the opportunity	20%
Pitching Tools	
1. Powerpoint slides, prototypes, role play, pictures, etc.	20%
Total	100%