



## Toolkit and Information

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# Introduction

JCI is an international organization dedicated to providing opportunities that develop enterprising young leaders for this ever changing world. Our members use guiding principles to find lasting solutions to complex problems in every sector and develop their own personal leadership skills to become global networkers, entrepreneurs, communicators and changemakers.

In a rapidly changing world, strong economic leadership is the solid foundation from which sustainable ideas can develop. Young people play a lead role in redefining the workforce and contributing to global society in innovative ways.

As we continue to adapt to meet the needs of our members and their desire to lead by example, especially to rebuild economies in the face of the COVID-19 pandemic, JCI is organizing the JCI Creative Young Entrepreneur Program. This program is an international competition with a main objective: **To motivate and inspire JCI's enterprising young leaders.**

Starting in 2022, young people from outside of our network may submit their businesses through a Business Plan Template with the opportunity of having it reviewed by delegated experts. The Creative Young Entrepreneur Program, through its sponsors and partners, will reward the winners of the competition for their efforts and also play an important role in inspiring and promoting participants to create innovative new businesses and therefore jobs. This is directly in line with the JCI RISE Initiative's goal to tackle the economic challenges caused by the COVID-19 pandemic.

The core of the CYE program is for young leaders to showcase their up and running businesses. CYE challenges young entrepreneurs to critically and creatively think by requiring them to provide an in-depth business model, their marketing position, and strategic goals on how their venture will begin to earn a profit and become sustainable. By providing expert mentorship and as part of the CYE experience, this program is not only a grading system but instead is an experience for participants to actively learn and receive insightful feedback. Whether a participant is first place or not, their business is sure to benefit from the experience. Developing this enterprising spirit and self-starter mindset is at the core of JCI's Business and Entrepreneurship Area of Opportunity.



## Long Term Effect

- Increase JCI's credibility with partners in business, government and civil society by anchoring our organization in economic reality as the world's foremost global network of enterprising young leaders.
- Put youth entrepreneurship at the heart of JCI's actions in line with the second pillar of the JCI RISE initiative: motivating the workforce and fighting youth unemployment.
- Make JCI more attractive for a new generation of members whose leadership skills can be developed thereby helping to diversify our revenue streams and enrich our business model.
- Be the first building block in positioning JCI as an incubator for "businesses with values." In collaboration with partners such as WBAF, BNI, AIESEC or ICC, JCI will help create global "unicorn" companies built around JCI's values, which will help position the JCI brand in the public eye as a global force.

*The 2021 program was a pilot edition; this year and after, the CYE program will be linked to the Global Entrepreneur Masterclass to facilitate learning as well as pitching. This year's edition will be facilitated in English. However, in the future the program will be expanded to include other JCI communication languages and serve a wider audience.*

## Target Audience

- The competition is open to JCI members and non-members.
- Businesses must be already in business. A strong business plan, presentation and ability to speak about your business goals in an articulate and numerate manner are important.
- Applications are reserved for individuals aged 18-40 years.

# Admission Criteria

## I. Please note the following requirements:

- Project bearers must be between the ages of 18 and 40. Age qualification will be determined by calendar year.
- Applications should showcase an innovative product/service, be engaging to their market and have a clear vision for a development strategy.
- The project bearer must not be a current JCI Board of Directors member. In addition, paid staff members will not be considered for the program.
- The application form must be received by the deadline set by JCI World Headquarters. No late applications will be accepted.
- All application forms will only be accepted in ENGLISH since this will be the pitching language and the language of the training sessions. Applications must be submitted using the English online application form provided by JCI.
- Only one submission of a business venture is permitted per person.
- All project bearers are required to attend a 1-day training in the week before the competition begins. (Exact date to be confirmed for each conference and for World Congress)
- Project bearers must be willing to promote the ideals of JCI and act as a brand ambassador at least for the year after winning the award.

## II. To apply:

1. Fill an online application form in English.
2. Upload a detailed business plan for the project, including market analysis, strategic and financial information.
3. Upload a one-minute pitch video in English on the project (filmed horizontally).
4. Attach a good quality (300 dpi) head-and-shoulders photograph.

A fee of 100 USD will be charged for participation and will be required upon filing. This fee is nonrefundable. The fee must be paid on the Junior Chamber Virtual Community (JVC) prior to submitting an application for consideration - access to the online application form and access to the Global Entrepreneur Masterclass will only be granted once payment has been received.

*JCI reserves the right to disqualify any finalist or winner any time using JCI's own discretion.*

# Competition Process and Timeline

## Area Conferences

### Opening of Applications:

*Applications will open on the same day as program registration for each Area Conference*

**Africa & the Middle East Conference: March 1, 2022**

**America Conference: March 1, 2022**

**Asia-Pacific Conference: March 8, 2022**

**European Conference: March 22, 2022**

### Deadline for Applications and Payment of Registration Fee:

*Late applications will not be considered.*

**Africa & the Middle East Conference: April 27, 2022, 23:59 GMT**

**America Conference: May 4, 2022, 23:59 GMT**

**Asia-Pacific Conference: May 12, 2022, 23:59 GMT**

**European Conference: May 25, 2022, 23:59 GMT**

### Application Review:

High level overview of eligibility and confirmation sent to applicants by the WHQ team and assigned Vice Presidents will take place two weeks after the application deadline.

### Preparation Training for Candidates:

Training will take place the week before the Area Conference of the applicant's area.

### During the Area Conference:

The contest will be chaired by one of the JCI Vice Presidents assigned to the area. Judges will be part of a jury for six regional finalists and notify finalists of selection. Please note that the number of finalists can be changed at the discretion of the jury members based on the quality of the submissions received.

### Public pitching of the 6 regional finalists with questions from the jury and the audience:

Day Two or Day Three of Area Conference (5 mins pitch, 10 mins max questions).

### Winner Announcement:

Winners and the first runner-up will be announced at the Awards ceremony of each Area Conference. The Regional Creative Young Entrepreneur of each area winner will be awarded with a 5.000 USD cash prize and the first runner-up with a complimentary registration for next year's congress.

## World Congress

The contest will be chaired by a current JCI officer.

### Opening of Applications:

*Applications will open on the same day as program registration for World Congress*

**2022 World Congress: August 10, 2022**

### Deadline for Applications and Payment of Registration Fee:

*Late applications will not be considered.*

**2022 World Congress: September 30, 2022, 23:59 GMT**

### The Winner and the First runner-up from each Area Conference:

Will be invited to pitch at the World Congress. No fee required to re-submit their project.

### Participants from the Area Conference:

A fee of 100 USD will be charged for participation and will be required upon filing if they want to re-submit their project and have the opportunity to pitch at the World Congress. This fee is non refundable. Fee must be paid on the JVC prior to re-submitting an application for consideration - access to the online World Congress CYE application form will only be granted once payment has been received.

### New Participants:

In the case, new participants that didn't have the chance to participate at an Area Conference, a fee of 200 USD will be charged for new participation and will be required upon filing if they want to submit their project and have the opportunity to pitch at the World Congress. This fee is non refundable. Fee must be paid on the JVC prior to submitting an application for consideration - access to the online application form and access to the Global Entrepreneur Masterclass will only be granted once payment has been received.

Like for other JCI programs, candidates (area winners included) are responsible for their own payment of all World Congress expenses including registration.

### Mentoring Sessions:

*Participants will be invited to a special 1-day training/mentoring session in the days preceding the Congress.*

- Candidates will participate in a public pitching session and question & answer opportunity in front of the jury and audience during the Congress (5 mins pitch, 10 mins max questions)
- The Global Creative Young Entrepreneur of the Year will be announced at the JCI Awards ceremony, in addition to announcing the two runners-up.
- The Global Creative Young Entrepreneur of the Year winner will be awarded with a 10.000 USD cash prize and the first runner-up with a complimentary registration for next year's congress.

# Judging Criteria for Jury Selection

Candidates will be judged by a group of peers in positions of entrepreneurship, leadership and JCI Board Members. This jury will be selected to ensure the utmost integrity and reliability and to provide the most development opportunities for our competitors.

The following criteria will be adhered to as much as possible when creating the jury of qualified judges:

- Diverse cultural and professional backgrounds
- Business and community participation
- JCI involvement and leadership
- A balance of all genders represented
- Leaders in their field
- Willingness to provide feedback, mentorship and positive communication

## Judging Process

The judging process for the Creative Young Entrepreneur Award will take part in three phases.

### Phase 1

The first phase will include submitting your team's application form and registration fee, a one minute pitching video and your business plan. After eligibility is certified, the project will be sent for review by the panel of judges for preliminary judging and feedback. Applications will be read and evaluated before determining the six Regional finalists who will be invited to present at each Area Conference.

### Phase 2

These Regional finalists will then be invited to a second judging and pitching session, where they will be given five minutes to pitch their businesses to the judges and ten minutes for Q&A. They will then receive feedback and an opportunity to answer the judges' questions before one winner and the first runner-up are chosen from each Area Conference.

### Phase 3

In the final phase at the World Congress, the winner and the first runner-up of each Area conference will have five minutes to pitch their business and five minutes for Q&A.

For new contestants, this phase will include submitting your team's application form and registration fee, one minute pitching video and business plan. After eligibility is certified, the project will be sent for review by the panel of judges for preliminary judging and feedback. Applications will be read and evaluated before determining the six finalists who will be joining the Area Winners to present at World

Congress. The winner of the competition will receive the project prize as determined by the judging committee based on their quality assessment of the competitors at the Awards Ceremony.

The judges are asked to evaluate projects based on the following criteria:

- Creativity in business idea, project planning and industry
- Potential impact of the business on the market, community and individual
- Leadership of team
- The degree of innovation within the business and marketing processes
- Strong ideas for development of products or services, community involvement or social responsibility
- Level of complex problem solving used to create the sustainable business model
- Potential for expansion in local, national and international markets
- The ways in which the team uses new ideas, technologies and approaches to innovate in business
- The level of risk-taking and responsibility for new directions
- Proposing a business plan that highlights sustainable business practices

*In the event of virtual events due to the sanitary situation, all the sessions will be organized online.*

## Finalists

The Final round will be hosted at the World Congress and consist of the winner and first runner-up from the Area Conferences (eight in total). Winners will be notified of all rules and event timelines for World Congress prior to the event.

Social media announcements and press releases will be compiled to announce the winners of each Area Conference and promote applicants prior to the World Congress final competition.

The final winner will be determined by the total score of each project and the result of the winner will be kept private and confidential and shall only be released at the awards ceremony.

On the following page you can find a mockup of the Creative Young Entrepreneur Program Application Form Questions. The form below is only an example of what the form looks like. Access to the official form for submission will only be granted after paying the initial application fee on the JVC.

# Application Form Questions

Please find below a sample application form. Forms can be submitted after payment is complete on JVC.

Please provide all information in this form that will be used for judging during the competition as well as for social media announcements, programs and press releases.

## Personal Information

Full Name:

Phone:

Email Address:

Date of birth:

JCI National Organization:

JCI Local Organization(s):

## Business Information

1. What is the name of your business?
2. What is your company website if applicable?
3. Please provide a description of your business. What was your source of inspiration?
4. What existing products/services does your company provide?
5. What are the competitive advantages of your products?
6. What is the stage of your business?
  - Startup looking for funding
  - Prototype company launched
  - Already a full business
7. What sector of industry best describes your business?
  - Art & Culture
  - Medical or Healthcare Industry
  - Media, Communication & Entertainment
  - Environment; Green Tech & Sustainability
  - Technology



- Supply Chain & Logistics
  - Tech-Automation
  - Textile & Apparels
  - Food & Beverage
  - Hospitality and Tourism
  - Other - Please explain.
8. What type of business will this be? Sole proprietorship, LLC, Business Partnership, etc.
  9. When did you start the business and how long have you been operating as a business?
  10. What do you intend to do with the investment funds? Where will the money go?
  11. Name of Project bearers/education/position in the organization/occupation.
  12. Primary Contact Details (Address/City/State/Email/Mobile).
  13. Social Media Accounts of the Business

### **Business Overview**

1. Explain the objective of your business, and the need that it satisfies (word limit: 250)
2. How has the company been financed to date? What other financial transactions have occurred in the past?
3. Explain your business in detail addressing the current market needs as well as how this will impact your lifestyle. (word limit: 200)
4. Explain your business model and how your venture will begin to earn a profit and become sustainable.
5. Describe your ideal market and target customer by explaining the following: (word limit: 200)
  - Market for your product (geographic area)
  - Current pricing
  - Category of consumer
  - Growth trends or goals
6. What competitions do you face in the market (Mention your major Competitors & Barriers and explain your competitors' products stating specific Product/Company. Also mention the major barriers your business might face or is facing and how you intend to overcome these barriers).

7. How do you intend to scale your business locally, nationally and globally? Is your product replicable? If yes, how do you intend to face the challenge?
8. Are you interested in gaining investment, partnerships or mentorship? Have you received any of these in the past?
9. How do you intend to protect your intellectual property and eventual branding?
10. What is your unique selling proposition? What is your “hook” and why is your business notable?