



PITCH COMPETITION JUDGING CRITERIA

HELPFUL TIPS FOR YOUR KIDPRENEUR CHALLENGE PITCH VIDEO

The Club Kidpreneur Foundation exists to encourage entrepreneurial thinking in primary-aged children across Australia to ignite their entrepreneurial spirit and build business acumen, confidence and resilience, so they can choose entrepreneurship as their future career and use business as a force for good.

The Foundation's mission is supported by a set of overarching objectives underpinning each of Club Kidpreneur's programs and activities. The judges will be looking for evidence of the following learning outcomes in the video pitches. Remember to consider the following when making your pitch.

1. PRESENTATION

- a. **Kidpreneurs** – Kidpreneurs appear confident, passionate and come across as business owners in their video.
- b. **Market Stall** – Kidpreneurs present and merchandise their market stall to make it appealing to their target market.
- c. **Quality of Video** – Kidpreneurs have crafted their video content and edited it in a compelling way.

2. BUSINESS IDEA

- a. **Market Need Addressed** – Solving a problem for a specific group of customers in a unique way.
- b. **Creativity** – Demonstrate creativity in how the business solves a problem, designs its product, promotes itself and/or how it is presented to customers.

3. ENTREPRENEURIAL ATTRIBUTES

- a. **Resilience** – Demonstrating persistence, problem solving, pivoting and experimentation to address challenges and learn from success and failure.
- b. **Confidence** – Showing motivation, confidence and initiative.

4. TEAM WORK

- a. **Roles** – Clearly establishing different roles to identify each other's strengths and work effectively as a team.
- b. **Collaboration** – Clearly working well as a team together to work toward a goal and manage different opinions and conflict.

5. KNOWLEDGE OUTCOMES

- a. **Lingo** – Using keywords from the Ready Set Go curriculum and other business terminology.
- b. **Business Acumen** – Demonstrating understanding of core business concepts.

6. RESEARCH & REFLECTION

- a. **Market research** – Business owners are able to reflect on and explain findings from market testing and research.
- b. **Customer experience** – The business has gathered feedback from customers about the business and its product.

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THE KIDPRENEUR CHALLENGE 2016

JUDGING CRITERIA

Kidpreneur business teams must address each of the following four questions during their 90 second video. Video Pitches who qualify as finalists will be rated on a scale of 1 to 10 for each of these questions by a panel of judges.

Kidpreneur MUST answer the following questions:

1. WHO ARE YOU?

- Include your first name (only), business name and business role.
- Do the kidpreneurs introduce themselves confidently, clearly and succinctly?

2. WHAT PROBLEM ARE YOU SOLVING?

- What was your business and what did you sell?
- Why did you choose that product or service?
- Did the kidpreneurs clearly identify the problem and the solution their business offered?

3. HOW DO YOU KNOW IT WORKS?

- Tell us about your product design, how did you make it appealing to customers?
- Tell us about your Market Day, what did you experience, what did you learn?
- What customer feedback did you receive?
- What evidence did the kidpreneurs use to 'validate' their business idea?

4. WHY SHOULD YOU WIN?

- How much money did you make?
- What challenges did you face, and how did you overcome these?
- What's the biggest thing you have learnt about running a business?
- Did the kidpreneurs demonstrate they have had a meaningful business building experience and understand the key aspects of being an entrepreneur?

