



## NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES 4-Minute Presentation

### Instructions, Guidelines, and Judging

*These instructions are an example of the kinds of things your community team may want to consider as you decide how to structure the 4-minute presentation. It should be adapted as desired to fit your needs.*

1. The business (student or students) gets a maximum of four minutes for the presentation.
2. Timing begins when the presenter begins speaking.
3. Presenter(s) must give the presentation live and in person, or virtually if needed.
4. There is no minimum or maximum to the number of team members who may speak.
5. Immediately following the presentation, judges will ask questions.
6. Audience members are not permitted to ask questions or to comment.

### 4-minute presentation Judging

Judging will reflect a business's performance in the following categories:

- ✓ **Business Overview:** What is it, who occupies key roles (management/operations), what is your experience, what legal structure will you use, etc.?
- ✓ **Business Description:** What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.
- ✓ **Marketing:** Market research including target market, is the market big enough to matter, how will you reach your market, potential growth, who is your competition, what promotion and advertising will you use, how did you choose your pricing strategy
- ✓ **Financials:** Project financial requirements, cash flow, projected income, etc.
- ✓ **Presentation:** Poise, confidence, comprehension, ability to answer judges' questions, proper attire for a business presentation, captures attention, is within time limits, etc.
- ✓ **Google Slides:** Creative, neat, easy-to-understand, relates to your business, engages judges, etc.
- ✓ **Investable:** Is it an idea that, based on the judges' experience, makes them interested in investing in your company?