



Competitors:

One participant from each school. Teams will consist of two students from different schools and countries. Teams will be assigned by blind drawing. It may occur that teams will consist of 3 members if the final number of candidates is unpaired. The sequence number for presentation also will be drawn.

Description of the tasks and rules:

First task: Promotion of product business idea - pitching (for example target audience, looking at economic region benefits, future market trends, etc.).

Task preparation time: 60 minutes + 5 minutes for presentation | **Max no. of points to be obtained:** 50 pts

Criteria	Relevance the idea to the product/Practical value	Clarity of idea	Attractiveness of presentation & engagement	Time limit	Total
No. of points	15	13	12	10	50

Second task: Product selling skills. Teams develop selling tactics and demonstrate selling skills to the jury.

Task preparation time: 120 minutes + 7 minutes for presentation | **Max no. of points to be obtained:** 100 pts.

Criteria	Points
Description of product	15
Ability to install interest	15
Purchase motivation	20
Contact with the audience	10
Teamwork	10
Presentation Skills	15
Technical Desing of presentation	10
Time limit	5

Evaluation: The performance of the competition tasks shall be evaluated by a jury of minimum of 3 persons. The top three teams are determined by summarizing the results of all tasks. One winner may be determined in each of the three positions. If there are teams with the same number of points, then the jury prefers the team with a higher score in the second task, if there is still an equal number of points, the jury takes into account the points of the first task from scoring points for - Clarity of idea. The company's business plan does not need to be developed.

Both tasks are performed at the same time and simultaneously presented to the jury. Work place – computer class