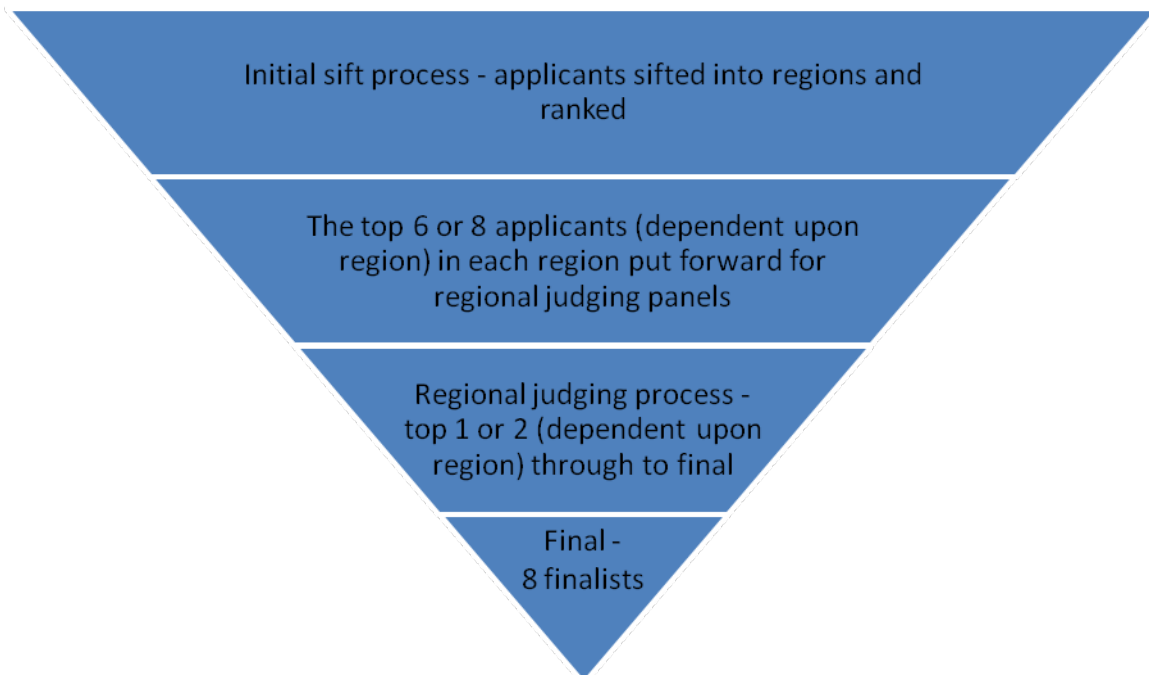




Young Entrepreneur of the Year Award 2010 - Judging Process

1.0 Overall Process

The awards will be comprised of a four-tier process which will include an initial sift, a regional sift, a regional judging process and the final in London. The process will be as follows:



2.0 Initial Sift

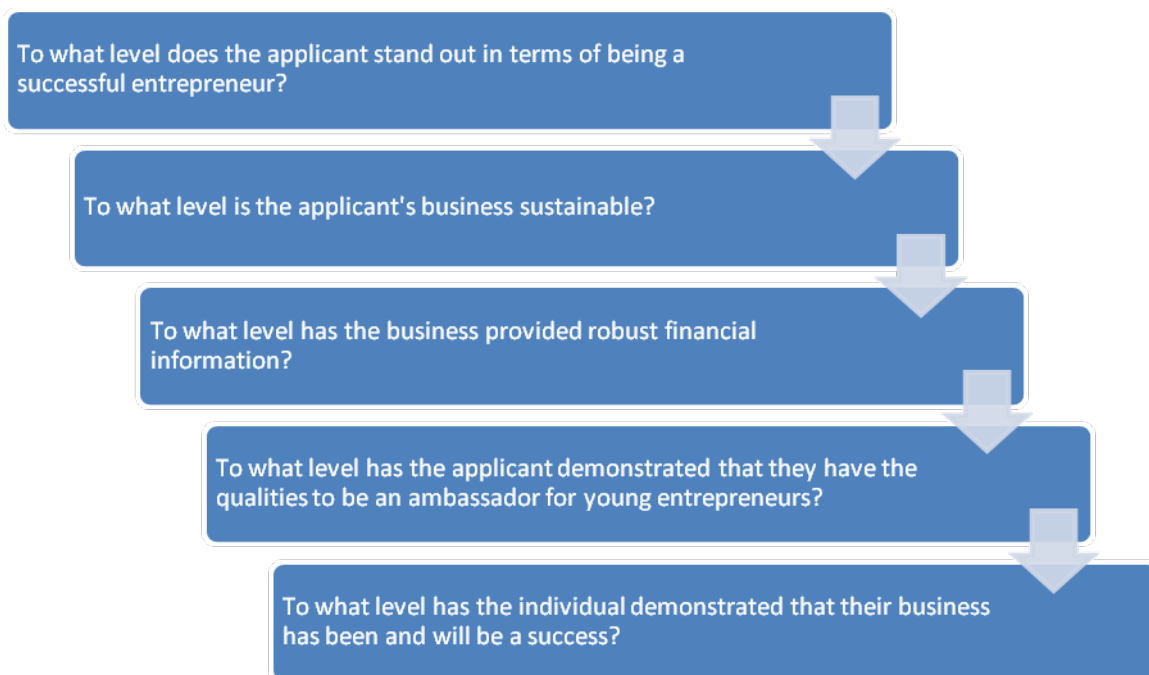
This will be carried out after an initial eligibility check by The PNE Group (managers of the Shell LiveWIRE programme). The sifting team will consist of a minimum of four people, two men and two women. This gender split will, where possible, be carried out across the whole of the judging process. The sift will be blind (gender, age, location, etc. will be removed) and independent to Shell LiveWIRE, though a member of Shell LiveWIRE staff will oversee the process.

The eligibility check will include:

- Business age – at the sift stage this will be based on the information provided on the form. At the shortlist stage we will investigate further using Companies House or WHOIS data. At the finalists stage we will ask for proof of age of trading.
- Applicant’s age – copy of ID requested at shortlist stage
- Legal business – as defined by UK law
- Proof of UK residency
- Complete application form

2.1 Sift Criteria

Applicants will be sorted into regions and then scored by the following criteria:



These criteria do not necessarily relate to each question but the assessor is asked to form an overall view from the questions and mark each question on a scale of one to ten to form a score. The maximum score is 50.

The sift team will get together in person to debate the shortlist to ensure everyone agrees on the decision. In the event of scores being tied, the debate will ensure fair treatment.

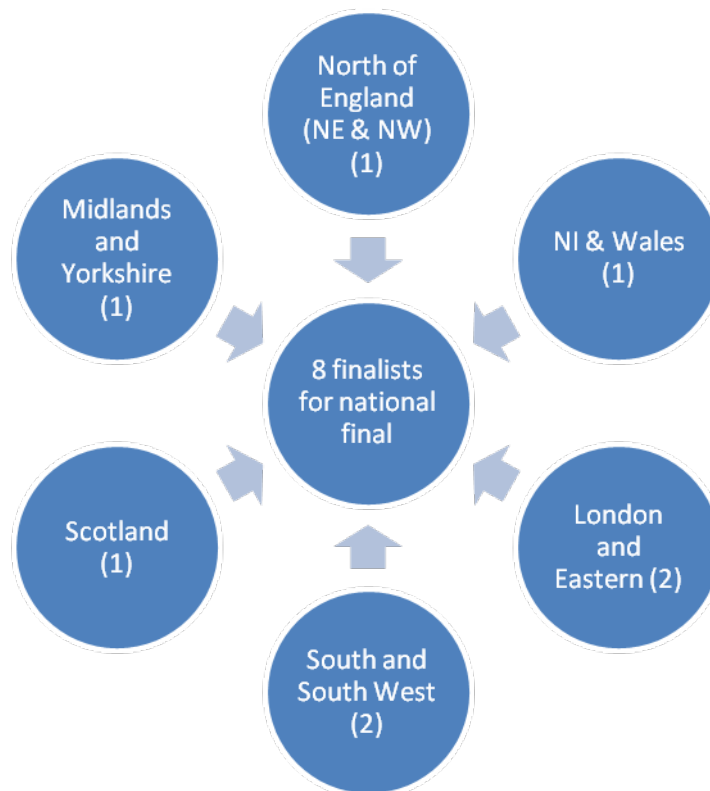
The scores will then be ranked and each region will get the following number of shortlisted applicants to make up to the Shell LiveWIRE ‘Hot 40’:

• North of England	6
• NI & Wales	6
• London and Eastern	8
• South & South West	8
• Scotland	6
• Yorkshire and Midlands	6
Total	40

The applicants are then sent to the appropriate judging panel for each region.

3.0 Regional Judging Process

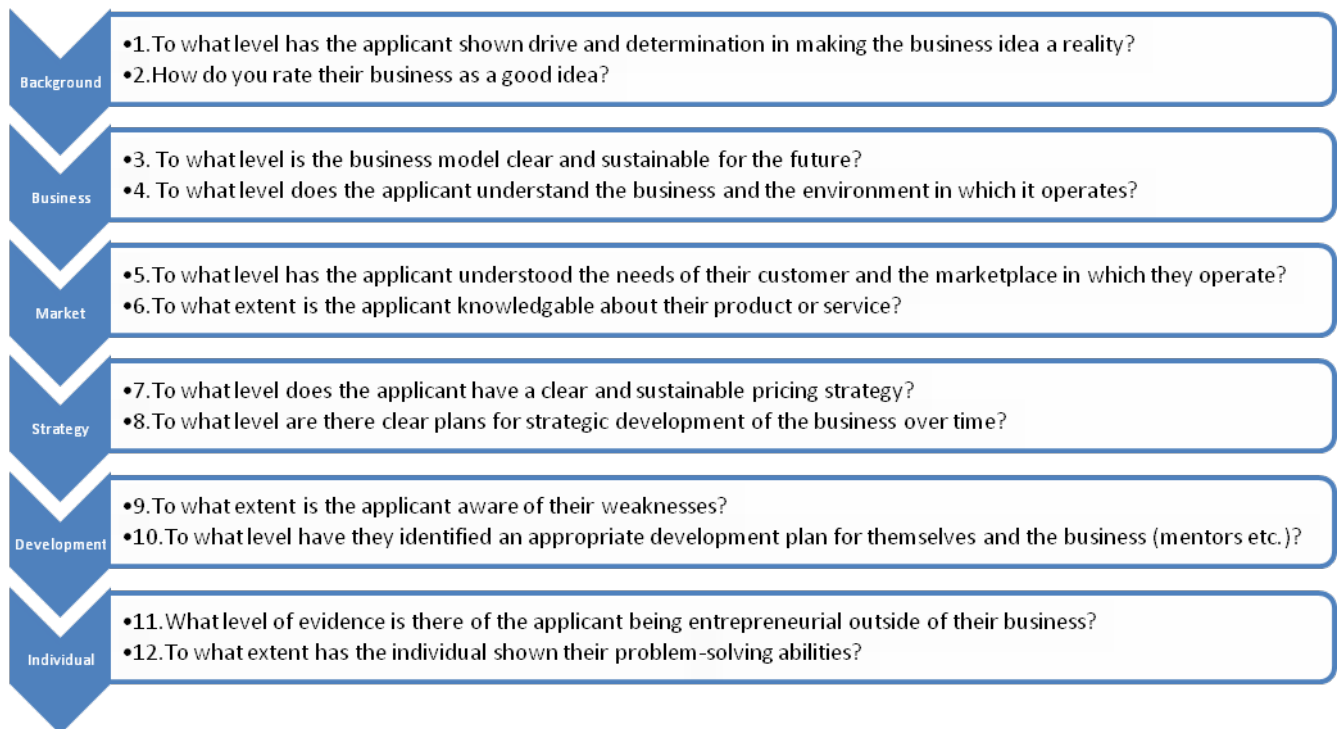
Each regional judging panel will receive the shortlisted applicants allocated to them. They will each then send their top one or two (in the case of London/Eastern and South/South West) choices of applicant through to the final. This weighting is based on the percentage of applicants from the respected areas in previous awards.



There will be six judging panels made up of four judges each (with even gender split where possible). The judging will be done virtually and on a scoring system. There will be a teleconference hosted by Shell LiveWIRE staff so the judges can debate their winner(s).

3.1 Regional Judging Criteria

The following criteria will be used by the regional judges. They will be asked to mark the questions out of a total of 10 points for each question – giving a maximum of 120 possible points.



4.0 UK Final Judging Process

The purpose of the judging is to find the best young entrepreneur in the UK.

At this point in the competition all entrants are asked to submit a business plan, which is recommended to be no more 6000 words and should include:

- **A summary of the business**
- **A description of their business**
- **An analysis of the market they have entered (including competitor analysis)**
- **Their marketing plan (including PR and advertising)**
- **Details of the people involved**
- **Details of costing and pricing**
- **A profit and loss account**
- **A cash flow forecast**

The finalists may give as much or as little priority to each topic as they deem appropriate. Any further details they feel are necessary should be included as appendices. *Judges are asked to assess the business plans before meeting with the finalists and then reassess their findings following the interview and presentation process with each finalist.*

4.1 The Judging Process

The judging must take into account that this is the Young *Entrepreneur* of the Year Awards, not the Young *Business* of the Year Awards. It is the personal qualities of the young people involved – entrepreneurial spirit, tenacity, creativity, innovation, for example – that will contribute to a winner emerging from the pack, not necessarily company size or turnover.

Judges must also bear in mind that these young people and their businesses will be seen as role models for other young people in the UK.

There are two parts to the judging process as outlined below.

4.2 The Interview (Judging Panel One)

Judges are required to interview the finalists for a maximum of 20 minutes. The interview is to concentrate on the structure of the business. Judges should cover, for example, such aspects as commercial viability, market analysis, marketing strategy and financial information. The judges should also assess the person behind the business – if they have overcome barriers etc.

At the end of this period there will be 10 minutes for deliberations where the applicant is not present.

4.3 The Presentation/Q&A (Judging Panel Two)

Finalists will present to the panel for a maximum of 10 minutes. The presentation may take various forms such as an MS PowerPoint presentation or product demonstration and should focus on how they started, their vision and how they are going to achieve this. Finalists are encouraged to be creative and use the 10 minutes to their advantage. The Q&A should seek clarification if required but concentrate on the individual behind the business. Judges should consider their vision, characteristics, determination, goals and future plans.

During the interview, judges have an ideal opportunity to check that entrants fully understand what they have included in their business plan, and find out if there is anything missing from the plan that the entrant may be doing but has not recorded in the plan. In other words, the interview is the judges' opportunity to corroborate, clarify and confirm.

At the end of this period there will be 10 minutes for deliberations where the applicant is not present.

4.4 Judging Guidelines

The following guidelines have been put in place to ensure that everyone is judged equally.

The judges are required to make an assessment of the businesses, both against prescribed criteria and against each finalist. It is for the judges to decide whether the finalist has satisfied all of the criteria and also how they compare with their fellow entrants.

We are looking for evidence of the following:

- **An understanding of their start-up requirements**
- **An understanding of their product/service**
- **An understanding of their market(s)**
- **An understanding of their pricing structure and profits structure**
- **An understanding of their development needs**
- **An understanding of their progression route forward**

Judges should complete a score sheet for each entrant. Points are allocated to each section to generate an overall score to act as guidance towards selecting winners. Any additional comments are welcome and can be helpful in providing feedback to finalists.

In considering entries to these awards, judges should bear in mind three key issues:

- The individual behind the business
- The viability and reality of the business
- The entrant's ability to make it succeed

4.5 Confidentiality

All information disclosed to the judges in the business plan and judging process is treated in the strictest confidence. No discussion should be entered into with the entrants themselves or any third party regarding the entrants, their plans or the judging process.

4.6 Score Sheet

A score sheet will be provided to each judge – there are a total of 100 possible points under three sub-headings, which cover the business plan, presentation and interview.

Judges should consider the following areas for discussion:

Business Model:

- Is it a strong, identifiable and scalable business model?

Market Research/Marketing Strategy:

- Have they performed any primary or secondary market research?
- Do the results demonstrate a clear market for the product/service?
- Is their marketing strategy (a) appropriate to the business/industry and (b) achievable and realistic?

Management Team:

- How strong and experienced are they?

Financial Viability:

- Is there a clear route to both positive cash flow and profitability?
- Do they have realistic expectations regarding the value of their business?

Personal Skills:

- Has the entrant identified personal strengths and weaknesses?
- Does the entrant have the necessary business skills?
- Does the entrant understand the basics of each element of the business plan?
- Has the entrant identified personal development needs?

Personal Attributes:

- Is the entrant enthusiastic, flexible, determined and resilient? Do they possess problem-solving abilities?
- Does the entrant recognise his/her own limits and is the entrant prepared to listen to advice from others and consider its acceptance?
- Is the entrant prepared to admit to areas of weakness and the need for potential change or training?
- Is the entrant creative, innovative and alert to opportunities?
- Could they “sell” their product/service to you?

The score sheet should be used to record the confidential assessment of the business; it will not be made available to participants. The scoring process is to help judges to select the top business. The overall winner will emerge following discussion with the rest of the judging panel.