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Expo 2020 Events & Awards

**Competition Events**

*Traditional Competition* – Competing spaces are currently full! You may register to be placed on the waitlist. April 10th, 2020 is the deadline for registered teams to cancel their registration. If spaces open up following the deadline, teams on the waitlist will be notified.

*Early Stage Competition* – Submit project “Eligibility Form Link” by April 6th, 2020 and register by April 10th, 2020

Cancellation Deadline – Traditional and Early Stage competing teams must cancel by April 10th, 2020. Teams who cancel their competition registration after the deadline, will be charged $500 late cancelation fee.

**Additional Events**

*Expo T-shirt Contest* – Design Submissions due March 20th, 2020

*Faculty Research Symposium* – Research Submissions due by March 22nd, 2020

*Reverse Pitch* – Submit interest form by March 31st, 2020

*Project Showcase* – Submit interest form by April 10th, 2020

**Awards**

*Leaders of the Year Awards* – Nominations due March 20th, 2020

*Service Leadership Awards* – Nominations due May 1st, 2020 to be recognized at Expo

Jules & Gwenn Knapp Scholarship – Application closed; winners announced at Expo

Jack Shewmaker Spirit Award – Application closed; winners announced at Expo

Sam Walton Fellow of the Year Award – Application closed; winners announced at Expo

Click here to view the complete Expo 2020 Agenda
What’s New at Expo This Year?

Competition Structure
Enactus USA has revised the structure of competition for Expo 2020 in order to better recognize teams in all stages of project development. This year, Expo will host 2 categories of competition, Traditional and Early Stage. Traditional Competition takes on a similar format to prior years (changes noted below) and will crown the National Champion who will represent the USA at Enactus World Cup. Early Stage Competition is designed to recognize teams with projects in the early stages of the project lifecycle. Detailed information and best practice strategies for both tracks of competition can be found in the corresponding sections of this document.

Traditional Competition Judging Criterion Update
In 2019, Enactus Global refined the judging criterion in order to clarify and simplify language so that it is more easily transferable from country to country. The overall spirit and role of Enactus competitions are to remain the same. The revised criterion, which judges will use to assess projects in competition at the US National Expo 2020, is below:

Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable, positive impact to benefit people, planet, and prosperity within the last year?

For a detailed description of the criterion, including definitions of key terms, please refer to Global Team Handbook

Traditional Competition Presentation Format
At the 2019 Enactus World Cup, a 12-minute presentation format was introduced for all competing teams. In order to be consistent with Enactus Global standards, Enactus USA will be converting to the 12-minute presentation format for Traditional Competition. The new format for presentations will be as follows:

Set-up – 3 minutes, Presentation – 12 minutes, Question & Answer – 5 Minutes

Maximum Number of Competing Teams & Opening Round Format
Due to time and space limitations, the number of competing teams for both Traditional and Early Stage will be capped. Traditional Competition is capped at 64 maximum teams and Early Stage Competition is capped at 24 maximum teams. Registration will be based on a first come first serve basis.

In the past, Enactus USA National opening rounds contained 16 leagues. This year there will be 8 opening round leagues (maximum of 8 teams per league) meaning, the top 2 teams from each league will advance to the semi-final round (for 16 semi-finalists)!

Cancellation & No-Show Policy
Enactus USA will be instituting a cancellation and no-show policy. If a team does not cancel their competition registration before April 10th, 2020 and/or does not show up to compete at competition, the team will be subject to a $500.00 cancellation/no-show fee. If the cancellation fee is not paid, that team will be ineligible to participate in future Enactus events until the fee is paid. Enactus USA is implementing this policy due to the competition cap and the necessity to make spaces available to teams on the waitlist if a registered team can no longer compete. The cancellation fee does not apply to observing teams who can no longer attend - it is for competing teams only. Enactus USA understands that some circumstances occur that cannot be pre-determined. If this occurs, please contact Teams @ Enactus immediately.

Award Ceremonies
Ceremonies will have a new look and feel this year! All formal ceremonies, i.e. opening and final round award ceremonies, will take place Thursday May 14th, 2020 (rather than being spaced out throughout the 3-day event). Enactus USA recognizes the importance that the Top 16 teams have the evening to prepare for the semi-final round of competition; therefore, a smaller ceremony will be held on the evening of Wednesday May 13th, 2020 to announce the Top 16 teams and league pairings for semi-final round of competition. This ceremony will be livestreamed via social media, so not all Expo attendees are required to attend.
Expo Preparation

Have you never been to an Enactus National Expo or need a refresher? Read over the following items to help you get prepared for the event. We can’t wait to see you there!

Registration and Check In

Prior to arriving, all attendees (including guests, observing teams and individuals need to be pre-registered for the event). Academic attendees can register here. If you are representing an Enactus team, both the team and all participating individuals need to be registered. Click here for instructions. When you arrive at the Kansas City Convention Center, you’ll need to check in your team.

- Upon arriving at Expo, teams may send 1-2 members representing the team to check in - this helps keep the lines short and speeds up the registration process.
- Upon check-in you’ll receive a team packet. This includes team name badges for all students, faculty, and guests, tickets for student workshops, and graduating student and Service Leadership Award ribbons. A team attendance list must be completed and returned to Enactus staff before you can receive your packet.
- Ensure everyone on the team receive their name badge! Enactus name badges are required to be worn during the entire Exposition. Individuals not wearing a badge will not be permitted to enter the event.
- Competing teams will be asked to submit their Project Verification Form and Annual Report upon check-in. Please have your signed Project Verification Form, and one copy of your Annual Report with you at check-in.

Team Project Report and Annual Reports

All competing teams are required to submit a completed Team Project Report (TPR) by May 7th, 2020. If teams arrive to check-in at Expo and have not yet submitted their TPR, they may not be eligible to compete. Teams competing in the Traditional Competition are also required to bring Annual Reports for the judges. Teams must upload a copy of their annual report to the TPR before submitting, as well as bring one physical copy to the check-in desk at Expo. For more information on Annual Reports, see page 10.

Dress Code

Business professional dress is required during all event activities except during the opening day (Tuesday, May 12th). On May 12th, business casual attire is appropriate, and we encourage you to wear your team apparel!

Professional Development Opportunities

During the NextGen Experience on Wednesday, May 13th, students will have the opportunity to interact with partner companies. There will be recruiting booths, brand stands, and panels and workshops with Enactus alumni and partners, so be sure to bring your resume! There will be a lot of exciting networking happening, and we want you to come prepared. Additionally, you may want to bring a laptop or tablet to use during workshops and training sessions.

National Exposition App

Stay tuned for the 2020 Enactus USA National Exposition App, which will come out in the weeks leading up to Expo. This app, available on the Apple Store and Google Play, will house the agenda, league pairings, a map of the space, and more!

Competing Team Equipment

A/V Carts
Competing teams do not need to rent an A/V cart for competition. Each league room will have two carts available- one for the team presenting and a second for the team on deck. Carts cannot be taken from the league room area and must be returned immediately after the presenting team is finished.

Additional Equipment
For all rounds of competition, Enactus provides a screen and extension cord. Please bring all other equipment needed to present (e.g., laptop, projector, speakers, etc.).
Competition Rules, Leagues, Format & Prize Money

Click here to review overall Event & Competition Rules & Guidelines

Traditional Competition will consist of 8 leagues with 8 teams per league.

Early Stage Competition will consist of 3 leagues with 8 teams per league. Maximum of 8 teams per league. No additional round for Early Stage Competition.
## Competition – Traditional vs. Early Stage

<table>
<thead>
<tr>
<th>Event</th>
<th>Traditional Competition</th>
<th>Early Stage Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong># Leagues &amp; Teams</strong></td>
<td>Leagues: 8 (8 teams per league) Teams: 64</td>
<td>Leagues: 3 (8 teams per league) Teams: 24</td>
</tr>
<tr>
<td><strong>Eligibility</strong></td>
<td>Projects in any stage Present on one or multiple projects Annual Report Team Portfolio Report Project Verification Form Cannot also compete in Early Stage Comp.</td>
<td>Projects without outcomes Present on 1 Project Only Optional Annual Report/1 Pager Team Portfolio Report Project Verification Form Cannot also compete in Traditional Comp.</td>
</tr>
<tr>
<td><strong>Registration</strong></td>
<td>Standard Enactus registration process</td>
<td>1. Interested teams will complete an Early Stage Eligibility Form to participate 2. Enactus USA Staff will review/confirm eligibility 3. Teams will be notified if/when they can register as an early stage competing team. Once confirmed, team can register via standard Enactus registration process</td>
</tr>
<tr>
<td><strong>Cancellation</strong></td>
<td>Cancellation Deadline: April 10th, 2020</td>
<td>Cancellation Deadline: April 10th, 2020</td>
</tr>
<tr>
<td><strong>Judging Criteria</strong></td>
<td><strong>Traditional Comp. Team Evaluation Form</strong></td>
<td><strong>Early Stage Comp. Scoring Rubric</strong></td>
</tr>
<tr>
<td><strong>Presentation Timing</strong></td>
<td>Set-Up: 3 min. Presentation: 12 min. Q&amp;A: 5 min.</td>
<td>Set-Up &amp; Presentation: 8 min. <em>(distribution of time is at discretion of the team)</em> Q&amp;A: 7 min.</td>
</tr>
<tr>
<td><strong>Scoring</strong></td>
<td>Voting/Ranking Based</td>
<td>Points Based</td>
</tr>
</tbody>
</table>

## Early Stage Competition Project Approval

To ensure projects are truly early stage, this track of competition requires pre-approval of projects. We understand that all projects are unique and determining what is "early stage" can vary from project to project. Before submitting the Early Stage Eligibility Form, we encourage teams to use the document below to help determine project eligibility.

**What is an Early Stage Project?**
Traditional Competition Details & Preparation

A guide for Traditional Competition best practices, changes this year, and how to best prepare your team!

Traditional Competition Documents

- (required) Annual Report – online upload due May 7th, 2020 via the Team Project Report; one physical copy due onsite, May 12th at event check-in
- (required) Team Project Report due May 7th, 2020
- (required) Project Verification Form submit signed from on-site event check-in, May 12th, 2020
- (optional) Team Bio - physical copy due onsite at event check-in, May 12th, 2020
  Team Bio is independent of the Annual Report and cannot include any project information or photos

Traditional Competition Judging Criteria & Process

In opening, semi-final and final round of the Traditional Competition, all competing teams will be judged based on the Enactus Judging Criterion:

*Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable positive impact to benefit people, planet and prosperity within the last year?*

Specifically, Traditional Competing teams will be rated from Insufficient, Fair, Good, Very Good, to Excellent in the following areas: entrepreneurial leadership, innovation, use of business principles, and sustainable positive impact.

The *Individual Team Evaluation Form* is what the judges will use to assess competing teams during presentations. Judges are trained on the judging criterion and evaluation form during the Traditional Competition Judge Orientation prior to the competition. For judges to best understand your presentation, we highly recommend teams utilize a similar format and verbiage when creating the annual report, script and audio visuals.

After all teams have completed presentations, judges will rank teams based on who they believe did the best overall job of fulfilling the judging criterion via the *Cumulative Team Evaluation Form*.

Traditional Competition Presentation Guide

Given the new 12-minute presentation format, Enactus USA put together a few guidelines to help teams prepare and navigate through the shortened presentation time.

- Project Selection – Teams may have multiple projects throughout the academic year. While it may be enticing to present on all projects at Expo, we recommend selecting 1-3 of a team’s strongest projects.
- Project Categories – To help select which projects to present, Enactus identified 4 project categories and suggests that you only choose to present on Social Enterprises and Community Development Programs at Expo.
  1. **Social Enterprise** – The strongest entrepreneurship project, a social enterprise is a business that operates to simultaneous generate profit while creating positive social, economic, and/or environmental impact and well-being
  2. **Community Development Program** – Serves to develop knowledge, skills, partnerships, and resources amongst community members that can be applied through implementation to improve socioeconomic conditions in the community
  3. **Strategic Project** – Typically not presented at Enactus competitions, as they do not always meet the Enactus criterion; however, they serve a strategic purpose for the team, such as community engagement or team fundraising
  4. **Charitable Project** – While these projects may meet a felt need in the community, they do not meet the Enactus judging criterion and should not be presented at competition. Any projects that provide immediate relief such as food, clothing, or shelter may fall into this category
- Utilize the Judging Criterion for Script Writing – Create your script, annual report, and visual presentation with the Enactus judging criterion and evaluation forms in mind. Utilizing the same terminology as the criterion will help the judges understand the project’s fit with the criterion. Furthermore, Traditional Competition is results driven. Ensure you show how your projects demonstrate sustainable positive impact to benefit people, planet and prosperity within the last year.
AV/Media Content – Often, when a team outsources and/or separates the development of slides, videos, etc., those working on it can create something that distracts from the presentation team. Your presenters will have a hard time building rapport and a relationship with the judges if they are fixated on and dazzled by what is on the screen the entire time. As a rule, make sure that what goes on the screen enhances and strengthens the presentation, but doesn’t become it.

Check out and be inspired by these 12-minute presentations from Enactus World Cup!

Enactus World Cup 2019 Final 4 Presentations

Traditional Competition Question & Answer Tips

Teams competing in Traditional Competition have a five-minute question and answer session with the judges following the presentation. During this time, projector lenses should be covered, no images or text may be displayed, and no music or sound effects should be audible. Please note that any time remaining from the presentation if a team does not use the full 12 minutes will not be added to the question and answer session.

- While writing the script for your presentation, identify questions you expect the judges to ask. Some of these items should be addressed multiple times through the content of the presentation and annual report for good measure.
- If possible, consider avoiding bringing up additional team members for Q&A. It may give the impression that presenters are only good at speaking and not truly engaged or knowledgeable about the projects.
- Assign topics/projects to specific members of the presentation team to avoid “tripping” over each other’s answers. Have presenters step forward when answering a question and step back when done. This is a good way to signal they are finished.
- Have every presenter stay current with business news and read content relevant to the projects on which they are presenting. Imagine being able to answer a question with “this morning’s Wall Street Journal had a great article about that very issue (describe), and it is something our team focused on from the start of our project. Here’s how we did it…”
- Practice! Present to your Business Advisory Board Members, team alumni, professors, friends, your Enactus Program Manager, etc. The more you practice the more comfortable you will be at competition. Also note questions that are consistently asked by these individuals. If multiple people ask the same question, it likely is not clear in your presentation and should be further addressed.

Traditional Competition Annual Report Guide

The Annual Report should provide an overview of the team’s inputs, project results/achievements, and partnerships. It may also include information on team demographics and plans for future growth and expansion for projects. For specific formatting rules (dimensions and maximum number of pages), please refer to page 12 in the Enactus USA Handbook.

The purpose of this guide is to share best practices that Enactus USA believes will enhance the clarity and benefits of your annual report. Your annual report should serve as a presentation reference guide to supplement and enhance the judges understanding of your projects.

Cover Page – Let us know who you are and show your team spirit! This is great place to include team name, logo, photo and/or mission statement. We recommend keeping the cover page clean and simple.

Project Page(s) – We recommend you use the two inside pages to highlight and re-affirm project details and outcomes, as well as give judges additional information about your projects that perhaps couldn’t be covered in the actual presentation. For consistency, we strongly encourage teams to follow the format of the Enactus judging criterion. For each project we recommend including the following:

- Project Name and Brief Project Description
- SDGs the Project Impacts
- Entrepreneurial Leadership – How did your team identify a need and capitalize on opportunity by taking personal responsibility, managing risk and managing change within a dynamic environment?
- Innovation – The team’s process of introducing new or improving ideas, services, technologies, products or methodologies
- Business Principles – Explain how the team applied business model and business plan to achieve the project.
• Sustainable Positive Impact – Include how the teams produced or plans to produce measurable, lasting improvements for people, planet and prosperity. 
  *Prosperity = fulfilling lives economically and socially*

**Back/Final Page** – This is a good place to include team demographics, financials, and information about projects not in the presentation. Additionally, this is a great opportunity to thank your sponsors or BAB members and include their logo(s).

**Annual Report Samples**

A few samples of Annual Reports have been provided below. You can also view similar sample layouts in the appendix section (Appendix 4) of the Enactus USA Handbook. These samples were made using Canva Templates, an easy and affordable tool to create professional documents. Contact Mikena @ Enactus if you’d like assistance/help in designing your team’s Annual Report.

**Front & Back Page – Sample 1**

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**TEAM FINANCES**

**TEAM DEMOGRAPHICS**

X Members, Types of majors represented on team

**TEAM/PROJECT HOURS**

19 of our 34 members have earned the Platinum Service Leadership Award

**THANK YOU TO OUR PARTNERS!**

*Intuit*, *Ford*, *Menasha*, *Nissin*
PROJECT B

Entrepreneurial Leadership (need)
- Our campus generates 32 tons of compostable waste each month
- Local farmers in our community spend 18% of profits on fertilizer

Innovation & Business Principles (solution)
- Worked with our campus facilities to initiate an EU composting program
- Students earn cafeteria credit for each pound of compostable material they put in bins
- Compost is sold to local farmers to use as fertilizer

Sustainable Positive Impact (outcomes)
- 180 tons of compostable waste diverted
- 18 farmers reducing monthly fertilizer expenses by 50%
- Organic fertilizer is reducing chemical pollution
- Profits from fertilizer created 3 part-time jobs for students to collect compost

SDGs Addressed

PROJECT A

Entrepreneurial Leadership (need)
- 22% of people in our city are living below the poverty line
- 12% do not have access to basic resources

Innovation & Business Principles (solution)
- Our team launched a county-wide initiative to connect low income families to resources
- We created a business model to provide training and part-time jobs
- Profits help scale the project

Sustainable Positive Impact (outcomes)
- 10 new jobs created
- 23 participants now experiencing a 200% increase in their monthly income
- 14 community partners providing resources
- Launching project in one new county

SDGs Addressed
<table>
<thead>
<tr>
<th><strong>PROJECT A</strong></th>
<th><strong>PROJECT B</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Use of Business Principles</strong></td>
<td><strong>Use of Business Principles</strong></td>
</tr>
<tr>
<td>• Created a business model that brings service-providers and low-income individuals together to establish a sustainable and accessible support network</td>
<td>• Diverted 180 tons of compostable waste from the landfill, and continuing to divert more each day</td>
</tr>
<tr>
<td>• Profits provide part-time jobs and help scale the project to other communities</td>
<td>• Reducing chemical pollution from fertilizers being used by local farmers</td>
</tr>
<tr>
<td><strong>Use of Innovation</strong></td>
<td><strong>Use of Innovation</strong></td>
</tr>
<tr>
<td>• Provide job training and support through ongoing core competency program</td>
<td>• Training and empowering students to make more conscientious purchasing choices and dispose of their materials in a more sustainable way</td>
</tr>
<tr>
<td>• Human centered design curriculum focuses on the root cause of poverty and provides customized training</td>
<td>• Empowering the university to implement a long-term, sustainable waste reduction program</td>
</tr>
<tr>
<td>• Program participants are able to apply their skills</td>
<td>• Local farmers save 50% of fertilizer costs by purchasing organic compost</td>
</tr>
<tr>
<td><strong>Entrepreneurial Leadership</strong></td>
<td><strong>Entrepreneurial Leadership</strong></td>
</tr>
<tr>
<td>• 10 new jobs created</td>
<td>• 3 new student jobs created</td>
</tr>
<tr>
<td>• 23 participants now experiencing a 200% increase in their monthly income</td>
<td>• 18 local farmers reducing their monthly fertilizer costs by up to 50%</td>
</tr>
<tr>
<td>• 14 community partners providing new resources</td>
<td>• Reduced landfill waste in our community by 180 tons</td>
</tr>
<tr>
<td>• 47 total program participants</td>
<td>• Generated $2,700 in sales for the campus cafeteria through selling organic compost fertilizer</td>
</tr>
<tr>
<td><strong>Sustainable Positive Impact</strong></td>
<td><strong>Sustainable Positive Impact</strong></td>
</tr>
<tr>
<td>• Profits earned from program sponsors are scaling the program to one new county in 2020</td>
<td>• Engaged the university and trained students to continue growing the project</td>
</tr>
<tr>
<td>• Program graduates provide competency curricula and donate 2% of the first 3 months of their salary back into the program</td>
<td></td>
</tr>
</tbody>
</table>
Early Stage Competition Details & Preparation

Early Stage Competition is new to the National Exposition this year, so whether you are a brand new Enactus team or a veteran of the Enactus network, there is a lot to learn about this track of competition!

Early Stage Competition Documents

- (required) Prior approval by Enactus staff to present on a specific project in the Early Stage Competition – to receive approval, please fill out and submit the Early Stage Eligibility Form by April 6th, 2020
- (required) Team Project Report due May 7th, 2020
- (required) Project Verification Form submit on-site at event check-in, May 12th, 2020
- (optional) Annual Report or One Pager – one copy must be submitted on-site at event check-in, May 12th, 2020
- (optional) Team Bio – if using a team bio, one physical copy must be submitted on-site at event check-in, May 12th, 2020
  Team Bio is independent of the Annual Report/1 Pager and cannot include any project info. or photos

Additionally, any prototypes must be shown to Enactus staff on-site during event check-in at Expo, May 12th, 2020

Early Stage Judging Criteria

All Early Stage competing teams will be judged on a points-based system (maximum of 30 points) using the following criteria:

Does the Enactus team effectively demonstrate a project that incorporates entrepreneurial leadership to drive business and innovation for sustainable, positive impact to benefit people, planet, and prosperity?

Specifically, Early Stage competing teams will be numerically evaluated based on their ability to demonstrate how they are defining a need, using entrepreneurial leadership, using business and innovation, working to generate positive impact, plan for sustainability, and presentation skills.

The Early Stage Scoring Rubric is what the judges will use to assess competing teams during presentations. Judges are trained on the Early Stage criterion and scoring rubric during the Early Stage Competition Judge Orientation prior to the competition. For judges to best understand your presentation, we highly recommend teams utilize a similar format and verbiage when creating their presentation.

Early Stage Presentation Tips

The mission and overall purpose of this track of competition is to recognize projects that still have room to grow! Teams will not be assessed, or win based on projected outcomes, but rather the process and creativity that has gone into the foundation of the project to ensure long-term, future success and the project’s ability to meet the Enactus judging criterion (traditional) in the future.

What Tools Are Needed? Determine what will help your team best describe the project to the judges. While the following suggestions are not required, it is highly recommended to have some of this content when presenting at the National Exposition.

- Media/AV – Utilize PowerPoint, iMovie, Prezi, etc. to give a more engaging presentation
- Annual Report/1 Pager – put together a simplified version of the traditional annual report (maximum of 4 pages) so judges have a reference for project details (see below for specific guide)
- Prototype – If applicable, some projects may have a physical prototype that would help judges understand the project

Allocation of Time – Early Stage Competition is structure uniquely, with 8 minutes for set-up and presentation, and 7 minutes for question and answer. **It is up to the team to determine time needed to set-up and may begin presenting any time within the 8-minute period.** Below is how Enactus USA recommends you allocate your Early Stage set-up and presentation time:

- **Set-Up - 1-2 Minutes:** Prepare your audio visual and pass out any pre-approved documents/prototypes.
- **Introduction - 30 Seconds:** Introduce the team and tell the judges what led you to Early Stage Competition!
- **Project Discussion - 4 Minutes 30 Seconds:** Define the need, explain the team’s actions, clearly articulate the projects current state and desired future state. Include all stages of measurement the team has reached so far and how the team intends to make the project sustainable in the long-term.
Closing - 1-2 Minutes: Summarize key points and be transparent with tasks yet to be accomplished and areas needed to improve. The Q&A session is designed for you to be asked questions about your project as well as receive feedback and recommendations! Also note questions that are consistently asked by these individuals. If multiple people ask the same question, it likely is not clear in your presentation and should be further addressed.

Early Stage Competition Questions & Answer Tips

Teams competing in Early Stage Competition have a seven-minute question and answer session with the judges. Projector lenses should be covered, no images or text may be displayed, and no music or sound effects should be audible during this time. Please note that any time remaining from the set-up/presentation if a does not use the full 8 minutes will not be added to the question and answer session.

- Unlike Traditional Competition, judges will be prompted to not only ask questions but provide constructive feedback to enhance the future of team’s projects. When preparing the script don’t be afraid to address things that have gone well, as well as areas needed to improve upon. Your answer may be in the crowd of judges!
- Assign topics to specific presentation team members to avoid “tripping” over each other’s answers. Have presenters step forward when answering a question and step back when done. This is a good way to signal they are finished.
- Practice! Present to your Business Advisory Board Members, team alumni, professors, friends, etc. The more you practice the more comfortable you will be at competition.

Early Stage Optional Annual Report/One Pager Guide

In Traditional Competition, Annual Reports are required as it provides an overview of the team’s demographics, project results/achievements and partnerships. The Annual Report serves as a presentation reference guide and enhances a judge’s ability to understand the hard work teams have put into projects.

For Early Stage competing teams, the Annual Report is optional, but teams are encouraged to prepare a simplified (think bullet points regarding key information) annual report for the judges to read and review. If Early Stage competing teams would like to create an Annual Report, please see the Annual Report guide and tips in the Traditional Competition section of this document. Another more accessible (but still optional) document to prepare is a one-page review of the project being presented. Enactus USA has put together helpful tips to create an Early Stage Project One Pager below!

Section 1: Introduction – Let us know who you are and give a high-level overview of the team (i.e., team member numbers, project hours, project funds raised)

Section 2: Project Info – This is your chance to highlight and re-affirm project details and early milestones, as well as give judges additional information about your projects that perhaps couldn’t be covered in the actual presentation. We strongly encourage teams to follow the format of the Early Stage Scoring Rubric and define the current state (the work you’ve done so far).

- Project Name and Brief Project Description
- Define the Project Need: Show how the team worked with the target audience to understand the core of the problem
- Entrepreneurial Leadership, Business Principles and Innovation: Describe what ideas the team has developed/pursued. Has a business mindset been applied to the project?
- Future Sustainable Positive Impact – Include how the team plans to produce measurable, lasting improvements. Emphasize how the project is designed to be scalable and improve lives sustainably

Section 3 – Describe the future state of your team’s project. Do not unrealistically project outcomes, but rather state the desired future state and highlight the work the team still needs to accomplish.

Below is a sample of an Early Stage Project 1 Pager. These samples were made using Canva Templates an easy and affordable tool to create professional documents. Contact Mikena @ Enactus if you’d like assistance/help in designing your team’s Annual Report.
ENACTUS UNIVERSITY
A HEAD FOR BUSINESS A HEART FOR THE WORLD

10
Team Members

102
Project Hours

$1.3K
Project Funds Raised

PROJECT NAME

Project Description - briefly describe your project, including the need identified and work done to address the need so far

Needs Assessment - show how the team worked with the target audience to understand the root of the problem

ENTREPRENEURIAL LEADERSHIP, BUSINESS PRINCIPLES AND INNOVATION:

Describe what ideas the team has developed so far and how/why those ideas have been pursued. Has a business mindset been applied to the project?

SUSTAINABLE POSITIVE IMPACT

Include how the team plans to produce measurable, lasting impact for people, planet, and prosperity. Emphasize how the project is designed to be scalable and improve lives sustainably.

DESIRED FUTURE STATE

Describe the desired future state, highlight what the team must accomplish in order to reach long-term goals for the project.

LONG-TERM PROJECT GOALS

Describe the long-term goals for the project. Include how the team will ensure the project will continue to generate impact.
Guide for Competition Morals & Ethics

The drive to compete and succeed at competition helps fuel a team’s determination to grow impact. However, this same drive also places pressures on individuals and teams to possibly overstate their impacts, and/or miscommunicate their role compared to their partner. This guide is meant to educate teams on best practices so they can accurately and ethically report impacts and responsibility for project outcomes.

Here are a few questions to ask yourself throughout the process of writing your script and developing your presentation.

1. **Have the outcomes we’re discussing occurred within the last 12 months?**

   It’s okay to discuss the history of your project, as those past efforts may be critical in explaining how the project got to where it is today; however, the revised judging criterion explicitly prohibits the discussion outcomes that occurred more than 12 months ago with the purpose boost the team’s perceived productivity/impact this year.

2. **Are we being clear and explicit about our actual outcomes compared to projections?**

   Projections and forecasting are a normal part of business and entrepreneurship; however, it can become tempting for teams to discuss projections in a way that might confuse the listener about what is a projection compared to what has happened already. Note: the most credible projections are based on actual events (extrapolations of early outcomes, etc.), so you must ground your projections based on what’s already happened otherwise you may be fabricating an uneducated guess, which could sound like you are trying to deceive the listener.

3. **Do we have evidence of our outcomes or are we estimating?**

   Some things may be difficult to prove or for which to obtain hard evidence - such as a change in someone’s knowledge, behavior, or emotional states; however, when discussing other tangible outcomes such as jobs created, income generated, and plastic recycled, it’s critical that you obtain evidence if you are going to take credit for having generated impact. Not only does this influence the judges’ decisions, but it will also be important for the National Champion Team during the audit process.

4. **Does it sound like we are taking credit for any of the work of our partners?**

   Partnerships are crucial in Enactus projects. Often, the partner does most of the day-to-day work and heavy lifting, whereas your Enactus team’s role on the project might be focused on a narrow aspect of the project (creating a social media campaign, creating a new tool or curriculum, etc.). It is vital that you don’t speak about the impacts the partner has generated as though your team was responsible. Try your best to explain the direct impacts your team has had on the project for which you can reasonably take credit. If someone asked your partner if the Enactus team was directly responsible for those outcomes would the partner agree?

5. **Have we been reasonable and conservative when discussing projections?**

   As a principle, if you discuss any figure that is an estimate, you should be as reasonable and conservative as possible while grounding your estimates on any evidence that exists (see #2). On a scale of “worst case, likely, and best case” – its best to error in the direction of likely to worst case. While it is okay to think about your project with optimism (“we’re going to sell 10,000 units this year!”), it is not okay to discuss projections that are wildly optimistic as if it’s a reality. Pitching wildly optimistic projections to critical investors or partners will undermine your credibility; they will either think your head is in the clouds, or worse, that you’re being deceitful.
Reverse Pitch

What is the Reverse Pitch? The Reverse Pitch is a process by which Enactus partner companies pitch interesting, complex problems currently posing a challenge to their company or constituents to student teams comprised of members from cross-university Enactus teams. These pitch teams will receive problem-solving tools and guidance on Design Thinking, then collaborate to generate ideas and innovative solutions to the challenges, as well as propose-driven business models to solve these real-world problems.

The Reverse Pitch entails two days of collaboration and receiving mentorship from the challenge sponsors. On the final day, teams will pitch their solutions to a panel of judges representing the challenge sponsors. The top team from each challenge will be recognized and awarded prize money (prize money will be distributed evenly to individual students amongst the winning teams).

Who Should Participate?

- Innovative Enactus students who yearn to practice design-thinking on a real-world problem, collaborate with their peers, and learn from Enactus partner companies and subject matter experts.
- Students not on their team’s Traditional Competition presentation team. This event overlaps with the competition schedule, so is a great way to get in on the action, participate at Expo, and build relationships!

How it Works

- Students who register to participate may be required to review training materials in advance of the US National Expo (no longer than a one-hour time commitment)
- Onsite, students will be paired into pitch teams of 4-5, resulting in a diverse, cross-institutional teams
- Challenges from multiple partner companies (challenge sponsors) will be presented to the teams
- Teams will choose the challenge they would like to address
- Teams will receive training and guidance on Design Thinking and creative problem solving
- Teams will have two days to work together to form solutions to their challenge and prepare their pitch
- Each team will be paired with a challenge mentor to help guide their process
- On the third day, the pitch teams will present their 5-minute pitch to the judges, followed by a 5-minute Q&A
- The judges will deliberate to decide the winning pitch from each challenge
- The winning teams will be recognized in the final round awards ceremony, and will also receive prize money (distributed evenly amongst each student on the pitch team)

Helpful Tips

- This is an event for individual Enactus students, not Enactus teams, therefore students who are not on the team’s presentation team for competition but would like to participate in Expo activities are encouraged to register.
- The Reverse Pitch is a great opportunity to learn problem solving skills through entrepreneurial thinking; consider how participation in this event can contribute the progression and improvement of your Enactus team’s projects.
- This event is a great opportunity to learn about corporate social responsibility and the work being done by Enactus partners to address global issues.

Check out the Reverse Pitch page on our website for information on registration and the event timeline!
Project Showcase

The Project Showcase is an opportunity for teams to display early-stage projects or project ideas not quite ready for competition. The Project Showcase is ideal for projects in the ideation phase or projects that are not ready for either competition format but that may be seeking mentorship and support. This is a great opportunity for members of your team who aren’t on the presentation team to hone their presentation skills and gain valuable experience! Projects being presented in either the Traditional or Early Stage competitions are NOT eligible for the Project Showcase. While projects in the Project Showcase may be included in the team’s annual report, the team shall not highlight the project in their spoken or audio-visual presentation.

Up to 25 (competing and non-competing) Enactus teams may register to participate in this event. Participating teams will receive a table to display one project during the showcase. Students, faculty, and partners who attend the showcase will vote for their favorite projects, find inspiration, learn and share best practices, and spark new collaborations as participating teams and observers interact.

Specifications
The Project Showcase will be open from 5:30 to 7:00 PM on Tuesday, May 12th during the Enactus Social event at the National Expo, and from 10:00 AM to 5:00 PM on Wednesday, May 13th during the Next Gen Experience.

The tables provided for Project Showcase participants are standard 3’x6’ tables. Participating teams are required to display their project visually within this space using posters, product or service samples/prototypes, and any other materials relating to the project. We encourage you to get creative and think outside the box to produce a professional, informative display for the Project Showcase.

For the Project Showcase details and display requirements, review the Project Showcase Guidelines.

Tips for a Successful Project Showcase Display:

- **Visually Appealing and Easy to Read** - Design a visually appealing board that’s easy to read and quick to comprehend. Highlight the most important parts with bold larger text. Use images, charts, and graphics where appropriate.
- **Less is More** - Be as succinct as possible in your descriptions and don’t communicate too many details.
- **Test Your Layout with Non-Members** - While your layout might make sense to those inside your team, people not familiar with your project might be confused. Test your layout / messaging with outsiders and learn which parts are the most confusing; clarify those trouble areas and retest to see if the new messaging is easier to comprehend.
- **Use Weights or Supports to Keep Your Board Upright** - The convention center is often drafty which will blow over flimsy lightweight boards. Be sure to design your board so that it will remain standing with a slight draft.

Check out the Project Showcase page for information on registration and addition event details!
Faculty Research Symposium & Poster Session

Enactus is in a unique position to have a well-established network of distinguished faculty with expertise in social entrepreneurship and experiential learning. Our goal is to provide a platform for sharing and celebrating one another’s research. We are pleased to announce that we will be hosting two faculty research sessions at the 2020 National Exposition.

We are inviting our distinguished faculty to submit abstracts in three areas: theoretical, empirical, and experimental studies (best practice case studies, research in progress, completed research, submitted research and/or published research). We are also interested in research that involves students as collaborators. The Academic Leaders Symposium and Faculty Advisors Academic Research Poster Presentation will both take place on Tuesday May 12th, 2020. Faculty Advisors are invited to submit their research for one or both sessions. These submissions should be in the areas of:

**Social Entrepreneurship** – The use of start-up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a variety of organizations with different sizes, aims, and beliefs.

**Social Innovation** – New strategies, concepts, ideas and organizations that aim to meet social needs resulting from working conditions, education, community development, and health. These ideas are created with the goal of extending and strengthening civil society.

**Research related to Enactus Community** – Connecting students, academic and business leaders through entrepreneurial-based projects which empower people to transform opportunities into real, sustainable progress for themselves and their communities (Enactus United States).

Please visit the [Academic Leaders Symposium & Poster Session](#) page for an updated timeline of events and to submit your research!
WE BELIEVE INVESTING IN STUDENTS WHO TAKE
ENTREPRENEURIAL ACTION FOR OTHERS
CREATES A BETTER WORLD FOR US ALL.

EnactusUnitedStates.org