enactus
United States Team Toolkit
Online Competition
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Online Expo 2020 Events & Awards

Competition Events

**Traditional Competition** – Space is available! Please contact your Regional Program Manager to register by April 17, 2020

**Early Stage Competition** – Space is available! Submit project Early Stage Project Eligibility Form by April 17, 2020

Submission Deadlines
Teams must submit their Meet the Teams Content by April 24 to be featured throughout Online Expo. Traditional and Early Stage competing teams must submit presentation materials by April 30.

Additional Events
Stay tuned for details to come regarding student and Enactus partner virtual networking opportunities. Watch your email inbox and check Enactus United States for updates.

Awards

**Leaders of the Year Awards** – Nominations due April 17, winners announced during Expo Online ceremony

**Service Leadership Awards** – Nominations due May 1, 2020 to be recognized during Expo Online ceremony

**Enactus Excellence Awards** – Internal nomination period currently open; winners announced during the Expo Online ceremony

**Jules & Gwenn Knapp Scholarship** – Application closed; winners announced during Expo Online ceremony

**Jack Shewmaker Spirit Award** – Application closed; winners announced during Expo Online ceremony

**Sam Walton Fellow of the Year Award** – Application closed; winners announced during Expo Online ceremony

Click to view the complete Enactus United States Online Expo Agenda
Transforming Expo to an Online Experience

National Exposition Online Experience
This year, Enactus and many other organizations have been challenged to be innovative in our approach to delivering our program due to the COVID-19 (Coronavirus) pandemic. As a result, we’ve pivoted our 2020 United States National Exposition to an Online Experience! What does this mean for you and your team? For competing teams, competition will take place online (see the following pages for more details). For those interested in joining the Expo Online Experience, we are working on ways to implement typical in-person events virtually. Stay tuned for more online events such as workshops, a virtual career fair, panels, and other partner engagements to take place, which you can participate in from the comfort and safety of your home!

It is important that teams do not continue projects at the risk of their own health and the community
All Enactus teams around the world are facing the same situation and it is understood that projects have been disrupted, teams have been dispersed, and to attempt to continue online may be challenging. It is understood that presentations will be different this year. Teams should consider how to communicate in the most effective way they can. It is most important to enter and share projects online and to be recognized for the good work in progress by the Enactus network.

Online presentations provide new opportunities, innovation and larger audiences to experience the good work of Enactus teams. Teams can simply speak to where they needed to pause their work or to evolve their work to online execution. It is understood that proving positive impact may not be possible. Teams may choose to focus on the project needs assessment, and the plan of impact, as well as the impact of the project experience on the team members.

2020 Judging Criteria will remain the same with the following guidance
The Judge Orientation will be amended to help set judges’ expectations and understanding of the disruption of COVID-19. We will inform judges that projects have been disrupted, and the safety of Enactus students and the community comes first.

Competition & Ceremonies
We recognize competition presentations and ceremonies are a huge part of the Enactus US Expo experience. Rest assured, we are working on ways to keep the spirit of the event alive. The Online Expo allows us to share the experience with more of our network than ever before!

All team presentations from Traditional and Early Stage Competition will be available to the public to view, this means you can invite your friends and family. The Final Round of competition will be live streamed. Viewers can tune in to watch the Final Four presentation videos and the Final Round questions and answer session as well! In addition to competition, we will host award ceremonies to recognize even more team and student awards. Be sure to check the agenda for the timeline on specific awards and announcements.

Friends, Family & Guests
We encourage you to invite friends, family and guests to watch and cheer for you and your team! They can register here OR have their student list them as a guest using the register link below.

Join us live on May 14, 2020 for the Final Round of competition and awards ceremony! Now you, your family and friends can be a part of this experience together! Register Here
New This Year & Expo Updates

Competition Types
Enactus United States 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 types 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 team, who will represent the US at Enactus World Cup 2020. Early Stage Competition is designed to recognize teams with projects in the early stages of development. 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 remain the same. The revised criterion, which judges will use to assess projects in competition at the United States 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 US will be converting to the 12-minute format for Traditional Competition.

Maximum Number of Competing Teams
Due to time and space limitations, the number of competition teams for both Traditional and Early Stage will be capped. Traditional Competition is capped at a maximum of 64 teams and Early Stage Competition is capped at a maximum of 25 teams. Registration will be based on a first come first serve basis.
Ford Fund COVID-19 Challenge

Are you and your team devising ways to address an urgent community issue, social problem or economic challenge as a result of the global pandemic? If so, you could receive up to $1,000 to support your solution!

Challenge Overview
Ford Motor Company Fund is introducing a special COVID-19 Challenge where up to 15 Enactus teams will each receive a grant of up to $1,000 USD to turn innovative concepts into action and/or advance current entrepreneurial projects that address issues related to COVID-19 and do not cause undue exposure for Enactus students. We need YOU to design ways for individuals, communities, businesses – indeed the world - to recover from the global pandemic. If you are inspired to make a positive impact during this crisis, let Ford Motor Company Fund help make your project possible. **Apply by April 17, 2020.**

Challenge Timeline
April 17, 2020: Deadline for project applications
April 24, 2020: Challenge recipients identified
May 15, 2020: Preliminary project check-in due
May 30, 2020: Project check-in due
June 15, 2020: Project check-in due, request for additional funding due
June 30, 2020: Project check-in due, teams notified if additional funding is granted
July 15, 2020: Final project report due if no additional funding is granted
July 15, 2020: Project check-in due for projects that receive additional funding
August 15, 2020: Project check-in due for projects that receive additional funding
September 15, 2020: Final project report due for projects that receive additional funding

Click here for the application, compete details, resources and more! [Ford Fund COVID-19 Challenge](#)
Video Presentation Tips & Tutorial

For the first time in the history of Enactus United States National Exposition, all teams will submit presentations online! Given the circumstances of COVID-19, we recognize our teams may be displaced and unable to meet in person to prepare their National Exposition presentations as originally planned. This was taken into consideration when creating competition requirements. Teams will be asked to submit a pre-recorded presentation video. The presentation does not require that the team show themselves in the video, although they are welcome to do so while adhering to local government guidelines and practices social distancing.

This means teams will need to rely on technology to convey project stories and showcase their hard work. At Enactus we want to provide helpful tips, best practice sharing and ensure you are made aware of all the resources available to you!

**Important Reminders**

- Presentation videos are due April 30 11:59 CST, please see specific submission details for each type of competition.
- Please do not go over the maximum amount of video submission time (Traditional: 12-minutes, Early Stage: 7-minutes). Videos longer than allotted time will be stopped at the 12- or 7-minute mark.
- Watch the entire video before submitting. Check the visuals and listen to the audio the whole way through.
- We know it’s a challenge to rely on technology to convey project stories, but we can’t wait to see your creations and encourage you to get creative and have fun!

**General Video Presentation Tips**

- Keep it simple and focus on your project content and the Enactus judging criterion.
- Don’t worry about recreating a “new” video presentation, stick with what your team was originally preparing and make any necessary adjustments.
- PowerPoints can be turned into professional presentation videos, check out the tutorial below!
- Speak clearly and slowly, recognize you will not be in room filled with people over whom you need to project.
- Prepare a quiet space to record to reduce additional and unnecessary audio.
- If filming the presenters, consider the background and minimize distractions. The cleaner the background, the better.

**Tips from Enactus Video Editor Brandon Goodwin and our Presenter Adesina Sanchez**

The following presentation tips are courtesy of Brandon Goodwin and Adesina Sanchez. Brandon is the Founder and Executive Producer at Blend Studio. He has worked with Enactus to help produce videos at over 10 Enactus national and global events and is familiar with the content our Enactus teams produce. Adesina is a network TV host and the founder of GamesGeeksTech.com. She is the live voice of our Enactus events and hosts our judging instructional videos and experiences the competitions and our teams’ presentations firsthand.

1. **STORY:** Judges will be more inclined to remember your project if it’s presented as a story. Tell a story so that your video has a beginning, middle, and end. For Enactus teams that means, the problem you identified, what you did and the challenges you faced, and the results you produced. Additionally, every story has characters. The characters in our stories are us and the people we help. Remember, people care about people, not just information and data.

2. **SOUND:** Capture quality sound. Use microphones, not just your computer’s built-in microphone. If you don’t have microphones, find a quiet room and get very close to the computer to record. Your audio quality is more important than your video quality. We will watch videos with good audio and bad images, but videos with amazing images and terrible sound are more difficult to watch.
3. **TONE/CONTENT:** Speak clearly and don’t rush. You will be on the judge’s computer screen; therefore, if you’re using a microphone, you don’t need to project like you’re speaking to a big room or auditorium. Since teams can pre-record, you have time to perfect the script and re-take as many times as needed. Lastly, it helps to choose one single editor to assemble the final product.

4. **KNOW YOUR AUDIENCE:** Who are you talking to? And how are they watching? In past US Expos, the teams would be on stage, presenting live to a large in-person audience. Teams had to project their voices, look out and over the crowd, and make big gestures, so they could be seen even from the back row. But now, you are making video presentations that are going to be viewed in a much more intimate setting. It might be one, two, or just a handful of people, and some might even be watching on their phones. So even though you can’t see your audience, visualize them there - imagine 2 or 3 people - it’s even better if you picture 2 or 3 of your actual friends, because that also helps you to loosen up. Also, oddly enough, this is where the current idea of social distancing might come in handy. Because if you picture those 2 or 3 friends seated about 6 feet away from you - well that’s a perfect distance for you to imagine how much you need to project your voice, and your energy, to have a conversation. Because everything on video always comes across as a bit “smaller” than in real life - so dial up the energy about 10 percent, just as if your friend was close, but not too close about 6 feet away. That’s the energy and projection that you want.

**Enactus United Kingdom Presentations!** Enactus UK launched their national competition in early April. All teams presented in an online format using PowerPoint voiceover, Zoom video recordings and more. Click the link to view sample presentations.

**PowerPoint Presentation Tutorial**

Did you know you can create a video presentation using PowerPoint? We know this year’s competition comes with some new challenges such as your team members having to work remotely in collaboration on the presentation. If you’re looking for a user-friendly, easily accessible tool to record your presentation for this year’s virtual National Exposition, PowerPoint may be right for you. This tutorial includes a step-by-step guide on how to create and export an .MP4 presentation video using PowerPoint. The functions available through this tool include:

- Voiceover capability
- Presenter videos
- Inclusion of slide animations and effects
- Inclusion of embedded videos
- Easy, slide-by-side editing
- Notes/script visible to the presenter while recording
- Option to export the finished presentation as an .MP4 video file

**Steps for Recording a Video Using PowerPoint**

**Accessing PowerPoint and OneDrive**

1. If you don’t already have Microsoft Office products on your computer, go to [www.microsoft.com to download their Office 365 suite of products, free for 30 days](https://www.microsoft.com). If you already have access to MS Office, skip to Step 5.
2. From the Microsoft homepage, under “This Is Your 365,” click “For up to 6 people” if you want to create one account for your full presentation team to use, or “For 1 person” if you want the team to create individual accounts.
3. Click “Try it free for one month” and follow instructions to make the purchase and set up an account. You will have to enter credit card details to get access; however, Microsoft will not charge the card for the first 30
You can login and cancel the subscription before the 30-day trial period has ended in order to avoid paying. If you choose not to cancel the subscription, Microsoft will charge $10 per month for the 6-person subscription, and $7 per month for the 1-person subscription after the free trial has ended. This option comes with an Office 365 subscription that includes access to PowerPoint and 1TB of storage via OneDrive. You will be able to download both to your computer/device and use with multiple operating systems (Windows, Mac, iOS, and Android).

4. You may also be eligible for a free Office 365 subscription for longer than one month through Microsoft’s student program. To check whether you are eligible for a free subscription, visit https://www.microsoft.com/en-us/education/products/office/default.aspx

Recording a Presentation

1. Create and finalize your slides in PowerPoint.
2. Go to the Slide Show tab in PowerPoint and click “Record a Slideshow.”
3. Record your slideshow (you can work slide-by-slide and have multiple presenters record). Use the instructions from this video tutorial to record: Recording a Video Using PowerPoint Tutorial
4. Export the finished presentation to .MP4 format by clicking File > Export > Create a Video > Use Recorded Timings and Narrations > Create Video.
5. To get a better idea of how the finished product will look as a video file, check out this example we created for you: Presentation Example Video

Happy Recording! For questions about this tutorial, contact Jordon Blackford at jblackford@enactus.org or Mikena Manspeaker at mmanspeaker@enactus.org.
# Traditional vs Early Stage Competition Details

<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: 12 or 16</td>
<td>Leagues: 5 (5 teams per league)</td>
</tr>
<tr>
<td></td>
<td>Teams: up to 64</td>
<td>Teams: 25</td>
</tr>
<tr>
<td><strong>Eligibility/Requirements</strong></td>
<td>Projects in any stage</td>
<td>Projects without outcomes</td>
</tr>
<tr>
<td></td>
<td>Present on one or multiple projects</td>
<td>Present on 1 Project Only</td>
</tr>
<tr>
<td></td>
<td>Annual Report</td>
<td>Optional Annual Report/Project 1 Pager</td>
</tr>
<tr>
<td></td>
<td>Team Portfolio Report</td>
<td>Team Portfolio Report</td>
</tr>
<tr>
<td></td>
<td>Project Verification Form</td>
<td>Project Verification Form</td>
</tr>
<tr>
<td></td>
<td>Cannot also compete in Early Stage Comp.</td>
<td>Cannot also compete in Traditional Comp.</td>
</tr>
<tr>
<td><strong>Registration</strong></td>
<td>Email Your <a href="#">Regional Program Manager</a></td>
<td>1. Interested teams will complete an <a href="#">Early Stage Project Eligibility Form</a> to participate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Enactus US Staff will review/confirm eligibility</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Teams will be notified of approval, then</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Regional Program Manager will formally register the team</td>
</tr>
<tr>
<td><strong>Submission Deadline</strong></td>
<td>April 30th, 2020</td>
<td>April 30th, 2020</td>
</tr>
<tr>
<td><strong>Judging Criteria</strong></td>
<td><a href="#">Traditional Comp. Team Evaluation Form</a></td>
<td><a href="#">Early Stage Comp. Scoring Rubric</a></td>
</tr>
<tr>
<td><strong>Presentation Timing</strong></td>
<td>Presentation: Up to 12-minute video</td>
<td>Presentation: Up to 7-minute video. Live Q&amp;A: 8 minutes</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 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 document to help determine project eligibility.

[What is an Early Stage Project?](#)
Traditional Competition Preparation Guide

A guide sharing best practices to adjust to competition changes and how to best prepare your team!

Traditional Competition Requirements & Submission Details

All Materials Due April 30, 2020 by 11:59 p.m. CST

Competition materials will be submitted in two formats. Video presentations, the Project Verification Form, and an optional Team Bio should be emailed - please send all items in one email. Annual Report and Team Project Report will be submitted via the Team Project Report link provided below.

1. Pre-recorded Video Presentation up to 12-minutes
   - Submission: Email Mikena @ mmanspeaker@enactus.org a downloadable video presentation via cloud service link, please name the video “Traditional Competition - School Name”
   - Format: Video must be submitted in one of the supported YouTube file formats
   - Cloud Service Examples: Google Drive, Dropbox, OneDrive, iCloud
   - It is important to keep in mind that judges may be viewing these presentations on a mobile phone

2. Annual Report
   - Submission: Submit Annual Report as a PDF file (4 pages maximum) attachment within the Team Project Report (see below)
   - Helpful Tips: See pages 13 - 15 in this toolkit for best practices on Annual Report creation
   - It is important to keep in mind that judges may be viewing the annual report on a mobile phone

3. Team Project Report (TPR)
   - Submission: Click the Team Project Report link and sign in through the Enactus portal to complete and submit the form
   - Helpful Tools: Team Project Report Tips, Sample Completed Team Project Report

4. Project Verification Form
   - Submission: Email Mikena @ mmanspeaker@enactus.org the completed and signed form, please name the file “Project Verification Form - School Name”
   - Project Verification Form (fillable PDF) or Project Verification Form (printable)

5. Team Bio (optional)
   - Submission: Email Mikena @ mmanspeaker@enactus.org your Team Bio in PDF format, please name the file “Team Bio – School Name”
   - Team Bios should include information about students on your team ONLY and may not include project information or exceed 10 pages

Traditional Competition Judging Criterion & Process

In opening, semi-final and final round of competition, all Traditional 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 exactly what the judges will have in front of them during presentations and what they are trained on in judging orientation in order to evaluate your projects. For judges to best understand how your projects meet the criterion, we highly recommend utilizing a similar format and verbiage when creating the annual report, script and audio visuals.

After the judges have reviewed all presentations, they 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 12-Minute Presentations

Given the new 12-minute presentation format, Enactus US 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 what projects to present on, Enactus identified 4 project categories and suggest that you only choose to present on Social Enterprises and Community 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 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 (non-Enactus)** – 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.

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

[Enactus World Cup 2019 Final 4 Presentations](#)
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. We are asking for the purpose of the online competition you keep your annual report to a maximum of 4 pages, for specific formatting please refer to page 12 in the Enactus US Handbook.

The purpose of this guide is to share best practices that Enactus US 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 a page 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

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).

The following pages contain samples of Annual Reports. 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.
Page Examples – Sample 1

ENACTUS UNIVERSITY
ANNUAL REPORT 2020
HEAD FOR BUSINESS AND A HEART FOR THE WORLD

Team Finances

Team Demographics
8 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!

Page Examples – Sample 2

PROJECT B

Entrepreneurial Leadership (need)
- Our campus generates 22 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
- 15 farmers reducing monthly fertilizer expenses by 50%
- Organic fertilizer is reducing chemical pollution
- Profits from fertilizer created 2 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
**Page Examples – Sample 3**

![Annual Report 2020](image)

**ENACTUS STATE UNIVERSITY**

www.esu/enactus.edu

Report Sample 2

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**Page Examples – Sample 4**

<table>
<thead>
<tr>
<th>PROJECT A</th>
<th>PROJECT B</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>• Created a business model that brings service providers and low-income individuals together to establish a sustainable and accessible support network</td>
</tr>
<tr>
<td>• Provided job training and support through an ongoing core competency program</td>
<td>• Provided job training and support through an ongoing core competency program</td>
</tr>
<tr>
<td>• Human-centered design curriculum focuses on the root causes of poverty and provides customized training</td>
<td>• Human-centered design curriculum focuses on the root causes of poverty and provides customized training</td>
</tr>
<tr>
<td>• 10 new jobs created</td>
<td>• 10 new jobs created</td>
</tr>
<tr>
<td>• 23 participants new experiencing 26% increase in their monthly income</td>
<td>• 23 participants new experiencing 26% increase in their monthly income</td>
</tr>
<tr>
<td>• 14 community partners providing new resources</td>
<td>• 14 community partners providing new resources</td>
</tr>
<tr>
<td>• 47 total program participants</td>
<td>• 47 total program participants</td>
</tr>
<tr>
<td><strong>Entrepreneurial Leadership</strong></td>
<td><strong>Entrepreneurial Leadership</strong></td>
</tr>
<tr>
<td>• Profits earned from program operations are scaling the program to one county in 2020</td>
<td>• Profits earned from program operations are scaling the program to one county in 2020</td>
</tr>
<tr>
<td>• Program graduates provide competency curricula and donates 2% of the first 3 months of their salary back into the program</td>
<td>• Program graduates provide competency curricula and donates 2% of the first 3 months of their salary back into the program</td>
</tr>
<tr>
<td><strong>Sustainable Positive Impact</strong></td>
<td><strong>Sustainable Positive Impact</strong></td>
</tr>
<tr>
<td>• Composting program that earns students cafeteria credit each time they compost</td>
<td>• Composting program that earns students cafeteria credit each time they compost</td>
</tr>
<tr>
<td>• Composting waste generates profit for campus facilities and provides 3 part-time jobs for students</td>
<td>• Composting waste generates profit for campus facilities and provides 3 part-time jobs for students</td>
</tr>
<tr>
<td>• Local farmers save 50% of fertilizer costs by purchasing organic compost</td>
<td>• Local farmers save 50% of fertilizer costs by purchasing organic compost</td>
</tr>
<tr>
<td><strong>SUSTAINABLE DEVELOPMENT GOALS</strong></td>
<td><strong>SUSTAINABLE DEVELOPMENT GOALS</strong></td>
</tr>
<tr>
<td>• 1 Team • 9 Mission • 10 Impact</td>
<td>• 1 Team • 9 Mission • 10 Impact</td>
</tr>
</tbody>
</table>

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**THANK YOU TO OUR PARTNERS**

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Early Stage Competition Preparation Guide
Early Stage Competition is new to the US 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 Requirements & Submission Details
All Materials Due April 30, 2020 by 11:59p.m. CST

Competition materials will be submitted in two formats. Video presentations and the Project Verification Form should be emailed - please send both items in one email. The Team Project Report (TPR) and optional Project One-Pager will be submitted via the Team Project Report link provided below.

1. **Pre-recorded Video Presentation up to 7-minutes**
   - Submission: Email Mikena @ mmanspeaker@enactus.org a downloadable video presentation via cloud service link, please name the video “Early Stage Competition - School Name”
   - Format: Video must be submitted in one of the supported YouTube file formats
   - Cloud Service Examples: Google Drive, Dropbox, OneDrive, iCloud

2. **Project One-Page (optional)**
   - Submission: Submit Project One-Pager as a PDF file attachment within the Team Project Report (see below)
   - Helpful Tips: See pages 18 - 19 in this toolkit for best practices on Project One-Pager creation

3. **Team Project Report**
   - Submission: Click the Team Project Report link and sign in through the Enactus portal to complete and submit the form
   - Helpful Tools: Team Project Report Tips, Sample Completed Team Project Report

4. **Project Verification Form**
   - Submission: Email Mikena @ mmanspeaker@enactus.org the completed and signed form, please name the file “Project Verification Form - School Name”
   - Project Verification Form (fillable PDF) or Project Verification Form (printable)

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

*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? Online Early Stage Competition requires a video presentation to be submitted that can be up to 7 minutes long. Refer to the Video Presentation Tips & Tutorials of this toolkit for more information and resources!

While you are not required to fill the entire 7-minutes and are encouraged to end the presentation at the time you best feel conveys your message, you may also not go over 7 minutes. If a presentation is submitted that is longer than 7 minutes, it will cut off at the 7-minute mark for the judges to view.

Allocation of Time – Early Stage Competition has up to 7-minutes of presentation time. Below is how Enactus US recommends you allocate your Early Stage set-up and presentation time:

- **Introduction – 30 Seconds**: Introduce the team and tell the judges what led you to Early Stage Competition!
- **Project Discussion - 5 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 Minute**: Summarize key points and be transparent with tasks yet to be accomplished and areas needed to improve. This is the conclusion of your presentation and should help the judge’s transition to the Q&A session, which 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 will have an eight-minute question and answer session with the judges, conducted via Zoom video conferencing. Unlike Traditional Competition, judges will be prompted to not only ask questions but also to 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 that need improvement. Your answer may be in the crowd of judges!

The Online Early Stage Competition Q&A will be held via Zoom video conferencing. The league pairings and Q&A schedule for competing teams will be shared after the registration deadline has closed. To mitigate presenters speaking over one another during Q&A, we ask that teams designate a maximum of 3 presenters to answer questions

- Assign topics to specific presentation team members to avoid “tripping” over each other’s answers. Have presenters state “I’ll speak to this,” or “I will be happy to answer this question” as a way to signal to other presenters.
- Practice! Present (virtually, of course) 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 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, a.k.a. One-Pager for the judges to read and review. If Early Stage competing teams would like to create a full Annual Report, please see the Annual Report Guide in the Traditional Competition section of this toolkit. Another more accessible (but still optional) document to prepare is a one-page review of the project being presented. Enactus US 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.

On the following page is a sample of an Early Stage Project One-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.
Meet the Teams Content

We are asking all teams to submit a few additional items for Enactus US to use before, during and after the National Exposition - Online Experience. These materials are not required; however, we highly encourage teams to submit! The content will be used to highlight teams on social media, share with competition judges, and broadcast during live portions of the online event. Let’s utilize the technology we have to showcase the Enactus team spirit to our network!

Please submit the following materials by April 24, 2020

1. 1 Team Photo
2. 1 Project Photo
   - Provide 150-character (or less) description of the project photo
   - *Please note* Enactus may edit the description you provide, but will ensure to keep the integrity of the message
3. 15 second video showcasing team spirit and sharing what Enactus means to you! Video submissions should be no longer than 00:15 seconds. Be creative and use the following items as guidelines for creating your videos:
   - Wear your Enactus team gear and showcase your Enactus spirit
   - Briefly introduce the team
   - Answer one or more the following questions:
     - How does the team lead change?
     - How does the team create a better, more sustainable world?
     - What is something your team is passionate about?
     - Share an interesting fact about the team
     - Share something amazing!
   - Practice social distancing
     - Record presentation over Zoom
     - Compile old photos/videos
   - If using names, please use first names only
   - Please send videos in a downloadable 1080p .mp4 (or .mov) format. If recording via phone, use landscape mode

Send Meet the Team Content to Becky Hoy @ **rhoy@enactus.org** by April 24, 2020
Social Media Ambassadors

Social Ambassadors are individuals who are empowered to actively share content about the Enactus US Online Expo 2020 (before, during and after the event) through social media. In addition to becoming an extension of your team, these individuals also become an extension of the Enactus team and are vital in telling the story of the first ever Enactus US Online Expo experience! These individuals will have direct engagement with Enactus staff team before, during and after the event. This access will include:

- Pre-event communication and tools for planning online engagement strategy
- Special access to digital assets (messaging, photos, quotes, etc.)
- Virtual meetings/trainings with Enactus staff

The Role of the Social Ambassadors
Since all US Expo events are held online, all Social Ambassadors roles can be done from home – that’s right, anyone can be an Enactus Social Ambassador! This year has thrown a lot of obstacles at our Enactus teams and this is your chance to showcase your team’s journey and spread the Enactus spirit. We are looking to maximize our social reach by engaging as many Social Ambassadors as possible.

Role of At-Home Social Ambassadors:

- At-Home Social Ambassadors will focus their efforts on generating excitement from “home” and motivating others to follow their team by participating in online events and/or observing events/competition
- At-Home Social Ambassadors can post or create social media stories about their team’s journey and their online Expo engagement
- They generate posts using photos, videos and comments, as well as potentially blogging about the experience and encouraging others to follow the team on this journey
- To assist these individuals in their work, Enactus global marketing team members will meet prior to the start on Enactus US Online Expo
- Additionally, these individuals will be provided access to unique content (social media cheat sheets, photos, video, etc.) to assist them in their work.

Interested in becoming an Enactus US Online Expo Social Media Ambassador?
Submit an interest form by April 30, 2020
Guide for Competition Values & Ethics

With a head for business and a heart for the world, we live our values of integrity, passion, innovation and collaboration in all we do. Through teamwork our drive to compete and succeed at competition helps fuel our determination to grow impact that supports people, planet and prosperity. 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.