



JAYSHREE PERIWAL  
INTERNATIONAL SCHOOL

innovating minds...elevating souls



# IB LEAGUE

STUDENTS FOR HUMANITY

# THE ENTREPRENEURSHIP COMPETITION





# THE ENTREPRENEURSHIP COMPETITION

**Introductory Workshop:** A business-leaders' workshop will be held to guide participants on building and pitching business ideas for Day 2.

## ROUND 1: CASE STUDY (Day 1)

Case Study:

- Students will be mixed into teams of 5-8 from different schools.
- Each team gets a real-world business case.
- They have 20 minutes to brainstorm and create a solution.
- Teams present for 5 minutes, followed by a judge Q&A.

**Note:** This round tests quick thinking and teamwork. It doesn't count toward school points, but separate team awards are given.

## ROUND 2: BUSINESS PITCH (Day 2)

- A group of 3-5 students from the same school
- **Duration:** 5-minute pitch + Q&A with an entrepreneur
- Teams will be judged on the parameters mentioned in the judging criteria
- **Topic:** Social Impact Innovation
- Participants are requested not to disclose the identity of their schools
- **Dress Code:** Formals



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## JUDGING CRITERIA

Note: Judging on Day 1 is for feedback only. Day 2 will determine final scores and all awards.

### DAY 1 JUDGING CRITERIA – CASE STUDY

Criteria	Description	Marks
<b>Creativity &amp; Innovation</b>	Presents a highly original, bold and insightful solution that reframes the problem creatively.	<b>10</b>
<b>Clarity of Presentation</b>	Explains the solution with exceptional clarity, structure and confidence; easy to follow.	<b>10</b>
<b>Quality of Reasoning</b>	Provides strong reasoning backed by solid logic; answers questions with confidence and depth.	<b>10</b>
<b>Practical Impact</b>	Offers a highly effective solution that directly addresses the main problem with measurable impact.	<b>10</b>
<b>Relevance to the Case</b>	Demonstrates a deep understanding of the case; solution aligns closely with the scenario's needs.	<b>10</b>



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## DAY 2 JUDGING CRITERIA – BUSINESS PITCH (Final Scoring)

Criteria	Description	Marks
<b>Innovation &amp; Value Proposition</b>	Offers a highly unique and compelling idea with strong value creation.	10
<b>Market Insight</b>	Demonstrates deep understanding of users, market size, and competitors with sharp insights.	10
<b>Business &amp; Revenue Model</b>	Presents a robust, coherent model with clear revenue logic and strong operational thinking.	10
<b>Financial Feasibility</b>	Provides realistic projections supported by strong cost, pricing and financial logic.	10
<b>Scalability</b>	Shows a convincing and well-structured pathway for growth beyond the initial stage.	10
<b>Pitch Quality</b>	Delivers a polished, engaging and persuasive pitch with excellent flow and confidence.	10
<b>Q&amp;A Performance</b>	Handles questions with strong clarity, depth and confidence; demonstrates mastery.	10

**WE HOPE TO SEE YOU!**

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