



IB LEAGUE 4.0

IDEAS THAT CHANGE THE WORLD

IMPACTX

THE ENTREPRENEURSHIP COMPETITION

Students for Humanity

Social Enterprise • Business Thinking • Real-World Impact

COMPETITION FORMAT:

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

DAY 1

ROUND 1: Think Tank- CASE STUDY

Each school will enter one team of 4-6 students from the same school.

- Each team will receive a real-world business case.
- Teams will have 30 minutes to brainstorm and analyse the case.
- Teams will present their solution for 5 minutes, followed by a judge Q&A.

DAY 2

ROUND 2: Social Venture Challenge-BUSINESS PITCH

- Team: 3-5 students from the same school.
- Duration: 5-minute pitch + Q&A with an entrepreneur/judging panel.
- Theme: **Social Enterprise** – Ideas That Change the World.
- The proposed venture should clearly identify a social or environmental problem.
- Participants are requested not to disclose the identity of their schools.
- Dress Code: Formals.



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DAY 1 JUDGING CRITERIA - CASE STUDY (Round 1)

Criteria	Description	Marks
Creativity & Innovation	Presents an original, insightful solution that approaches the problem creatively.	10
Clarity of Presentation	Explains the solution with strong structure, confidence and clarity.	10
Quality of Reasoning	Uses sound business logic and responds to questions with depth and confidence.	10
Practical Impact	Offers an effective, workable solution with clear and measurable impact.	10
Relevance to the Case	Demonstrates strong understanding of the case and directly addresses its needs.	10



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DAY 2 JUDGING CRITERIA — BUSINESS PITCH (ROUND 2)

Final Scoring: The business pitch must be centred on a social enterprise and demonstrate both meaningful impact and commercial sustainability.

Criteria	Description	Marks
Social Problem and Impact Proposition	Clearly identifies a significant social/environmental problem and presents a compelling solution with measurable intended impact.	10
Market Insight	Demonstrates strong understanding of beneficiaries/customers, target market, demand and relevant competitors or alternatives.	10
Financial Feasibility	Provides realistic cost, pricing, funding and financial projections that show the venture can be financially sustainable.	10
Scalability and Sustainable Impact	Shows a convincing pathway to expand the enterprise and increase its social impact while maintaining operational and financial sustainability.	10
Pitch Quality	Delivers a polished, engaging and persuasive pitch with excellent structure, flow and confidence.	10
Q&A Performance	Responds to questions with clarity, depth and confidence, demonstrating strong command of the venture and its assumptions.	10