



enactus™

**UNITED STATES
NATIONAL
EXPOSITION**

**2022 Team Toolkit
In-Person Competition**



We want to take this opportunity to applaud you for the outstanding work your Enactus team has done throughout the year and wish your team the best of luck during the in-person portion of the Enactus United States Hybrid National Exposition. We hope you and your team take full advantage of the opportunities at the event to observe other Enactus teams' presentations and network with our sponsors and each other.

Never been to an in-person Enactus National Expo, or need a refresher? Please read over the following items to help you get prepared for the event. We can't wait to see you at LIU – Post Campus!

Individual Registration

Each student and faculty attending the event will need to [register](#) by April 7th at 5 pm CDT. **Only those officially registered will be able to attend the event, [do not](#) bring additional team members to the event.** Reminder, due to limited capacity, World Cup Qualifier teams can register up to 12 team members and Early-Stage teams can register up to 10 team members.

Team Check-In at LIU – Post Campus

- World Cup Qualifier teams will be asked to submit your Annual Report and team bio (optional) at check-in. Please make sure to have these documents with you. See below for additional details.
- Early-Stage teams will be asked to submit your Annual Report/1-Pager (optional) and team bio (optional) at check-in. Please make sure to have these documents with you. See below for additional details.

Printed Annual Report

World Cup Qualifier teams (optional for Early-Stage teams) will need to bring a single copy of their Annual Report to the academic registration desk for Enactus staff to review the report and ensure it meets the length and dimension requirements for competition. We will not keep this copy and will give it back to the team after the review.

Annual Report Quantity Requirements for judges listed below:

- Each World Cup Qualifier team should bring 50 printed copies of the Annual Report (optional for Early-Stage teams)
- After each competition round, Enactus will gather the Annual Reports from the judges, so they can be used during subsequent rounds as needed. Teams can pick up their Annual Reports at the academic registration desk.

For specific requirements regarding the format of your printed annual report, please refer to the Competition Guidelines section of the [Enactus Team Handbook](#) on page 36.

Here are a few important points regarding the annual report:

- If a team uses a cover or back page, it will count as one of those pages.
- Teams should not use folders, report covers, etc. in conjunction with their annual reports.
- Although Enactus encourages creativity with the formatting of the annual reports, we ask that teams give careful consideration prior to fully employing new ideas (inclusive of changing the shapes, sizes, etc. of the report). Please contact your [Regional Program Manager](#) to ensure that any new ideas are within the guidelines of Enactus.

NOTE: Any annual reports that fail to meet the size requirements must be reprinted prior to presentation. If a team fails to update their annual report, they will not be eligible to be scored and/or advance to other levels of the competition.

Team Member Bios

World Cup Qualifier and Early-Stage Teams are encouraged (but not required) to prepare a brief bio on each team member and distribute this, along with the annual reports, to the judges at the beginning of the presentation. The following information should be considered for team member bios: field of study, educational plans, campus leadership activities, role on the Enactus team, internships and other relevant work experience, career goals, etc. **Team bios may not exceed 5 pages (front and back) and are subject to the same dimensions as the annual report.** Project photos should not be included in this document.

If teams choose to prepare a Team Bio, please remember, these **bios cannot be inserted into your team's annual report.** They should be placed under the annual reports when handing to the judges. Failure to do so, may result in disqualification as the number of annual report pages would be exceeded.

Pre-Screening of Project-Related Materials

Teams are permitted to showcase project-related materials to judges as long as they are not considered offensive or would cause any sort of controversy. These materials/props must be screened and pre-approved at registration by Enactus Staff. Please understand, teams are allowed to show the items to the judges from the front of the room but are **NOT** permitted to place items on judge's tables, allow judges to touch, hold, keep or remove them from the room. Failure to comply will result in disqualification from the competition.

Equipment/Set-Up

LIU – Post Campus will provide a screen (20 ft.) that is 16:9 HD format and access to their in-house audio.

Teams will need to bring:

- Laptop
- Laptop power cord
- Presentation
- HDMI cord and adaptor to your computer if you do not have an HDMI port

Teams will **NOT** need to bring:

- Cart
- Projector
- Speakers/sound equipment
- Teams are responsible for advancing their own slides.

Teams will set up their laptop to the side of the stage behind a curtain/drape, power source is available.

Wireless handheld microphones are available.

World Cup Qualifier Competition

World Cup Qualifier Competition Presentation Format. The format for presentations will be as follows:

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

*Your team presentation will be delivered live and can be accompanied by a background video.

Question & Answer Tips

Teams competing in the World Cup Qualifier Competition have a five-minute question and answer session with the judges. During this time, no images or text should be displayed, and no music or sound effects should be generated. Please note that any time remaining from the presentation **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
- Avoid the need to bring up additional team members for Q&A. It gives the impression that presenters are only good at speaking and not engaged or knowledgeable about the projects.
- Assign topics/projects to specific 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 done
- Have every presenter stay current with business news and read content relevant to the projects they are presenting on. 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, etc. The more you practice the more comfortable you will be at competition.

Annual Report Guide

The Annual Report should provide an overview of the team’s demographics, project results/achievements and partnerships. It may also include information on future for growth and expansion for your team’s projects. For specific formatting rules, please refer to the [Enactus USA Handbook](#).

The purpose of this document is to share best practices that Enactus USA believes will enhance judge’s ability to understand the hard work you’ve poured into 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) – This is your chance to highlight project details and give judges additional information about team projects that perhaps couldn’t be covered in the actual presentation. Therefore, 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 and team financials. Additionally, this is a great opportunity to thank your sponsors and include their logo(s).

Below is a sample of an Annual Report made by using [Canva Templates](#) an easy and affordable tool to create professional documents.

Annual Report Sample

ENACTUS UNIVERSITY
ANNUAL REPORT 2022
HEAD FOR BUSINESS AND A HEART FOR THE WORLD



Report Sample 1

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!

Walgreens

BNY MELLON

intuit

Starbuck Quickbooks iwant

04 | ANNUAL REPORT 2022

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





03 | ANNUAL REPORT 2022

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





02 | ANNUAL REPORT 2022

Early-Stage Competition

Judging Criteria

All Early Stage Competing teams will be judged on a points-based system based on 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 on defining a need, entrepreneurial leadership, business and innovation, positive impact, sustainability and presentation skills.

The [Early Stage Scoring Rubric](#) is exactly what the judges will have in front of them during presentations and what they have been trained on in judging orientation. For judges to best understand your presentation, we highly recommend teams utilize similar format and verbiage when creating their presentation.

Presentation Tips

The mission and overall purpose of this track of competition is to recognize projects that still have room to grow! A team will not win based on their projected outcomes, but rather the process and creativity that has gone into the foundation of the project.

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 National Exposition.

- Media/AV – Utilize PowerPoint, iMovie, Prezi, etc. to give a more engaging presentation
- Annual Report/1 Pager (optional) – Judges have a reference to project details (see below for specific guide)
- Prototype – If applicable, some projects may have a prototype that would help judges understand the project

Early-Stage Competition Presentation Format. The format for presentations will be as follows:

- Set-up – 3 minutes, Presentation – 7 minutes, Question & Answer/Feedback – 5 Minutes
- *Your team presentation will be delivered live and can be accompanied by a background video.

Questions & Answer/Feedback Tips

Teams competing in Early-Stage Competition have a five-minute question and answer/feedback session with the judges. During this time, no images or text should be displayed, and no music or sound effects should be generated. Please note that any time remaining from the set-up/presentation **will not be added** to the question and answer session.

- 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, and areas needed to improve upon. Your answer may be in the crowd of judges!
- Assign topics to specific 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 done
- 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.

Annual Report/1 Pager Guide (optional)

For Early Stage Competing teams, the Annual Report is optional, but teams are encouraged to prepare something 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 tips in the World Cup Qualifier Competition section. Another more accessible (but still optional) document to prepare would be a 1-page review of a team project. We have put together helpful tips to create an Early-Stage Project 1 Pager.

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 the project details and give judges additional information about team projects that perhaps couldn't be covered in the presentation. We strongly encourage teams to follow the format of the Early Stage Scoring Rubric and highlight current state (the work you've done so far).

- Project Name and Brief Project Description
- Define 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 has the team developed/pursued? Has a business mindset been applied to the project?
- Future Sustainable Positive Impact – Include how the teams produced or 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.

ENACTUS UNIVERSITY

A HEAD FOR BUSINESS A HEART FOR THE WORLD

10
Team Members

#02
Project Hours

\$1.3K
Project Funds Raised



PROJECT NAME

Project Description - briefly describe your project. briefly describe your project.. briefly describe your project.

Needs Assessment - 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 has the team developed/pursued? Has a business mindset been applied to the project?

SUSTAINABLE POSITIVE IMPACT

Include how the teams produced or plans to produce measurable, lasting improvements. Emphasize how the project is designed to be scalable and improve lives sustainably



PROJECT FUTURE STATE

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

LONG-TERM PROJECT GOALS

Describe project long-term goals. Include how the team will ensure the project will continues to generate impact.

Guide Through Moral & 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 teams can accurately and ethically report impacts for which you can take credit.** Please note, winning teams will be audited to verify data and information presented in the Team Project Report, Annual Report, and presentation.

Here are a few questions to ask yourself throughout your entire process while writing your script and developing your annual report.

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 you got where you are today. However, it's explicitly prohibited to discuss outcomes that occurred more than 12 months ago to boost your 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're fabricating a very uneducated guess which could sound like you're 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 obtain hard evidence for - 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're going to take credit for having generated impact.

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

Partnerships are crucial in Enactus. 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, etc.). It's 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 that you can reasonably take credit for. 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's okay to think about your project in the most optimistic way ("we're going to sell 10,000 units this year!") it's 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'll either think your head is in the clouds, or worse, that you're being deceitful.