

GUIDELINES FOR PARTICIPANTS

JA Marketplace 2017 will be held in Kaunas, 2nd largest city of Lithuania, presenting itself as a capital of technologies!

International Student Company Trade Fair “Innovative Business 2017” is the 2nd time organised event in Kaunas gathering together the most enterprising students from the whole Europe.

It invited 39 student companies from 7 countries in 2016. All of them shared nice feedback and some are coming back again in 2017! JA Lithuania is working to make it a great experience once again and planning to host up to 50 student companies!

PARTICIPANTS

There are no restrictions per country, you can send as many student companies as you like. Be aware that the registration could be closed then the limit of 50 Student Companies will be reached.

The number of official participants per student company is limited to a maximum of 5 students. If additional achievers from the same company attend the event, they may NOT participate in any part of the competition (at the stand, during the interview and on-stage presentation).

There are no limitations for the number of teachers, advisers or staff coming to the event.

LANGUAGE

Language of the event will be English.

REGISTRATION AND PRICES:

- **EARLY BIRD REGISTRATION: 28th November 2016 - 15th January 2017**
Fee per person: 170 EUR (double room) or 200 EUR (single room)
- **LATE REGISTRATION: 16th January 2017 - 12th February 2017**
Fee per person: 200 EUR (double room) or 230 EUR (single room)
- **Extra nights possible:** Single room - 58 EUR, Double room - 68 EUR.

PARTICIPATION FEE INCLUDES:

- 2 nights in 4 stars' hotel
- all events all three days
- transfer to/from event places
- all meals from dinner on 22nd March till breakfast on 24th March

ACCOMMODATION

- Park Inn by Radisson Kaunas
K. Donelaicio str. 27, Kaunas, Lithuania
www.parkinn.com/hotel-kaunas

TRADE FAIR

- MEGA Shopping and Leisure Centre
Islandijos pl. 32, Kaunas, Lithuania
<http://www.mega.lt/en/>

PRE-COMPETITION REQUIREMENTS

The procedure to participate at JA Marketplace 2017 Kaunas, Lithuania is following:

1. You will need to fill this registration form first: [REGISTRATION FORM](#)
2. You will get the Participation details form to fill and invoice to be able to pay Participation fee. (Check your email next day after filling the registration form)
3. You will need to prepare Details of the student Company and fill [COMPANY DETAILS FORM](#) (deadline is **12th of February**)
4. Please fill the [ARRIVAL & DEPARTURE DETAILS FORM](#) (deadline is **1st of March**).
We recommend to search for the flight/train/bus straight to Kaunas. Kaunas airport is an optimal choice if you need to take a flight.

Before filling the Company details form, Student Company needs to prepare:

- **Description of the company and the product/service**
 - A short annotation describing Company`s service/product (~30-50 words)
 - How is your product/service unique and different from others? (~20 words)
- **Company`s Logo. Send it to rasa@lja.lt**
 - Your Company`s logo or a descriptive photo of the Company or the product
 - Logo should be in .png format
 - Resolution: approximately 500x500 px
- **Video commercial of Company`s product/service**
 - *Goal:* Introduce a product or service to the marketplace.
 - *Time:* Length limit of the video is 90 sec.
 - *Form:* Uploaded video link location from youtube.com has to be shown in Company Details form

GUIDELINES & CRITERIA

THE THREE STAGES

The Competition includes the following stages:

1. **Video Commercial** – an advertisement for your product or service
2. **Trade Fair** – The most professional image (**Professional Branding**) and communication in business language (**Interview at Stand**)
3. **Pitch Presentation** – an oral presentation in front of an audience

At each of these stages the judges assess all aspects of the Company performance against the Competition criteria.

The **Video Commercial** provides an opportunity to advertise your product or service to the market. The goal of a video commercial is to promote a product, service or brand, reach the target audience and raise awareness.

Professional Branding provides an opportunity to represent the image of the Student Company. It includes such aspects as logo, name, business card, Facebook page, website and other forms of marketing, appearance of the stand and clothes.

The **Interview at Stand** provides an opportunity to demonstrate how effective the team is in utilizing the trade fair setting for presenting their business and their selling techniques when offering the product/service to a potential customer.

The **Pitch Presentation** provides an opportunity to demonstrate, by making a presentation in front of the public, how effective the team is in getting a potential business partner (e.g. an investor, a distributor, etc.) excited about the business.

COMPETITION CRITERIA

Video Commercial

max 50 points

- Originality
- Content and relevance
- Visual solutions

max 10 points
max 30 points
max 10 points

Professional Branding

max 50 points

- Overall appearance and attractiveness
- The image's compatibility with the product
- The atmosphere in the team

max 15 points
max 25 points
max 10 points

Interview at Stand

max 100 points

- General understanding about the product's relevance, competitors
- Ability to sell the product
- Fast, clear and detailed answers to the commission's questions

max 40 points
max 40 points
max 20 points

Pitch Presentation

max 50 points

- Structure and relevance of the presentation
- Delivery technique and visual aids, originality

max 30 points
max 20 points

TOTAL

max 250 points

VIDEO COMMERCIAL GUIDELINES

Task – to make a video commercial for your product or service

- **Goal:** Introduce a product or service to the marketplace.
- **Time:** Length limit of the video is 90 sec.
- **Form:** Upload the video to *youtube*, make it public for everyone and send the link.
- **Award:** All videos will be evaluated by jury and rewarded by points accordingly.

Criteria

- **Clear relevance:** All information should be relevant to what you are advertising. For example, all submitted advertisement creative fields must represent the same Student Company and be relevant to the promoted product.
- **Clear content:** All information and media in ads should be easily understandable and clearly identify the product, service, or entity you are advertising. Videos must include a name or logo that clearly represents the Student Company, product, or service in the video.
- **Target audience:** Choose an audience for your video. Target your solution to be relevant to them.
- **Originality:** Innovative approach, creativity and smart visual solutions are welcome. Use your imagination to attract the viewers. Establish a tone for your video. If you want to be funny, use witty, clever puns to get your point across, but do not distract viewers from your overall message. Choose appropriate music to help guide your audience into the right mood.
- **Visual solution:** Video should be catchy and memorable. Visualize your advertisement to keep attention of the audience. You can use video, skits, pictures, voice over, music, flip-books – the sky is the limit!
- **Video quality:** All videos used in advertising must meet certain quality standards. Upload your videos to youtube with the best quality you can.
- **Copyrights:** To advertise copyrighted content, you must either own the copyright or be legally authorized to advertise with it.
- **Shocking content:** Content that could be shocking for users is not allowed in any ads. Some examples include obscene language, gruesome imagery, and gore.

PITCH GUIDELINES

Task – to make a pitch with a topic “Innovative Business”

- **Goal:** To reveal how **innovative** your product/service is. Every product/service is unique in one way or another.
- **Time:** You will have **2 minutes** on the stage. Presentations will be made during the stand session.
- **Form:** Presentation should be vocal in English. You can use PowerPoint® slides if necessary. Slides will have to be sent to rasa@lja.lt no later than 17th of March.
- **Award:** All videos will be evaluated by jury and rewarded by points accordingly.

Questions you should try to answer

1. What is the PROBLEM?
2. What is your SOLUTION?
3. Where is INNOVATIVE approach and what makes you so SPECIAL?

Criteria

- **Creativity:** A demonstration that the proposed solution displays a unique approach. Does the proposal approach the social problem in an innovative, exciting, and dynamic way?
- **Sustainability:** Long-term prospects for viability and success. Does it consider the different dimensions of financial and social sustainability in a conscientious manner?
- **Assessing the Need:** An analysis of the social issue and its affected population. Does the proposed venture address a significant and critical social problem?
- **Presentation:** Overall effectiveness of the actual presentation. Did the presenter(s) engage the audience and hold their attention? Did the presenter(s) appear to speak with confidence authority? Were visual aids (i.e. PowerPoint® slides) clear and valuable? Was the pitch exciting and compelling? How efficiently did the team allot their time?

PRELIMINARY AGENDA

 **JA Marketplace 2017**
Lithuania

WEDNESDAY, 22ND MARCH

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|--------------|--|
| 10:00 | ARRIVALS & REGISTRATION AT THE HOTEL |
| 13:00 | OPENING, WORKSHOP/SEMINAR |
| 18:00 | DINNER |
| 19:00 | EVENING WITH ETNOGRAPHIC ENSEMBLE "NEMUNAS" |

THURSDAY, 23RD MARCH

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| 7:00 | BREAKFAST |
| 9:00 | SETTING UP STANDS |
| 10:30 | OPENING & TRADE FAIR "INNOVATIVE BUSINESS 2017" |
| 13:00 | LUNCH |
| 14:30 | PITCH SESSION |
| 20:00 | GALA DINNER & AWARDS CEREMONY |
| 22:00 | PARTY |

FRIDAY, 24TH MARCH

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|--------------|-------------------|
| 8:00 | BREAKFAST |
| 10:00 | CITY TOUR |
| 13:00 | DEPARTURES |
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LET'S MEET IN LITHUANIA TO INNOVATE!