



**Leeds Enterprise
Advisory Programme**
registered charity 1118612
www.leedsenterprise.co.uk
leapinformation@yahoo.co.uk
Miles Mount 07802 307054

Judging Criteria - Company Report

The Company Report is the opportunity to summarise your team's year in business. It is an important record of what you achieved. Each company member should keep a copy with his or her National Record of Achievement.

To help the competition judging process and give you some guidance on what is expected, below is a list of the rules you should follow and some guidelines on content.

Rules

- § Cover — the cover is in addition to the permitted **10 pages**. It should include:
 - Company name
 - School/college and Enterprise teacher
 - Advisers and companies
 - Whether interim or final accounts.
- § Maximum **10 sides** of A4 + cover + 5 pages of accounts plus optional 3 page appendices.
(**note:** the appendices must include your accounts [cash book, sales, extended trial balance, final accounts (5 pages), and you can also include up to 3 pages marketing examples, flyers etc.] **This is a new rule.**)
- § Body copy size to be 12 point minimum.
- § Page one must begin with a contents list and also contain an executive summary to include:
 - Company name
 - Mission statement
 - Product/service
 - Summary of financial results
 - Summary statement of company performance.
- § The company accounts summary must be included and must be prepared to the company liquidation date, showing LEAPVAT paid, balance sheet, profit and loss account, and liquidation report.
Or:
Interim report must show provision for LEAPVAT and any interim payment. Also to include balance sheet, profit and loss account to date.

Note: Whether accounts are final or interim, they should be verified and signed by your Adviser.

General Guidance

The rest of the report should cover all aspects of the company performance but should read as one business-like document, not as a series of repetitive directors' reports. The report should demonstrate the company's development through problem solving and innovation, and should highlight the company's achievements.

The report must be written by the students and should be original and innovative in approach, not based on a template from previous years.

A recommended approach is to ask each director to write a brief report of his/her activities and then for one director to draw the information together into one readable document.

- § There should also be a review of the students' development as individuals and as a team. Company membership and structure should be illustrated.
- § Any special activities such as exporting, attending European trade fairs or visiting companies for training should also be included.
- § Companies are encouraged to include photographs of their product or service.
- § The use of word processing to produce the report is considered as necessary.

Judging Criteria - Trade stand and interviews

At the Trade Fairs the stands must show your company name and School.

If you get through to the finals then the stand will be a display of your LEAP year and it must show the following:

- § Name of the company
- § Name of school/college and town
- § Name of Enterprise Teacher
- § Business Mentor and their companies
- § Product and/or service presented as if at a trade fair
- § Highlights of sales and financial performance.
- § Photographs of your successes and examples of your Marketing and advertising.
- § Examples of your administration, these can be in a folder and will help in judging the best Administered Company.
- § **Copy of Insurance Certificate**

At the stand/ the judges will examine the display and interview the company members. Judges may visit the stand as a team or individually.

The stand contents (excluding any provided shell system) should have been produced and funded by the company.

At the Trade fairs your Marketing and Sales skills will also be judged. See the Judging Matrix for a full list of the parameters the judges use.

Judging Criteria - Company presentation

- § Maximum presentation time **5 minutes.**
- § Style - businesslike with the use of humour
or Novel and innovative
- § The presentation team can be as many as you like, and one of your Company members will need to operate your PowerPoint presentation.
- § The presentation should summarise the key experiences and achievements of the company. Try to bring the highs and lows of your year to life for the audience. How you have learned from your mistakes is as important as your achievements.
- § We are particularly interested in the problems you had **and how you overcame them.**
- § Visual aids must be produced and paid for by the LEAP company itself, and be identifiable in the company accounts. Good quality PowerPoint presentations are recommended. Videos and audiotapes are not recommended other than for minimal complementary music. Although a short video can be included in the PowerPoint presentation please remember the judges want to see a live presentation.
- § The use of computer software in particular PowerPoint to create visual aids is encouraged. We guarantee to have a computer running PowerPoint 2007. If your Presentation needs an Apple computer then bring your own with any necessary adaptors to plug into the projector.