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# YERAME

**Youth Entrepreneurship in Rural Areas in Mediterranean Countries**



**WP4: YOUTH RURAL ENTREPRENEURSHIP MENTORING PROGRAM**

**D4.2: Bases of the Contest**



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Project Acronym: **YERAME**

Project Full Title: Youth Entrepreneurship in Rural Areas In Mediterranean Countries

Project number: 101093212

Starting Date: 24/10/2023

Work package number: WP4

Duration in months: 24

Deliverable number: 4.2

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# 1. Bases of the contest

## Introduction

This deliverable sets the bases of the contest including partners tasks, deadlines, jury, awards and winners' criteria selection.

It is been crafted by DEFOIN and shared among partners for feedback and suggestions.

Criteria has been agreed among all partners and will be presented to all jury members so their decisions comply with the criteria stated in this document

The document will be translated into all partnership languages to ensure full understanding by all members of the jury

## Objectives of the Contest

### Objectives of WP4:

- Provide resources and guidance to support young participants on the development of their Rural Business Plan;
- Organise a start-up contest at national level in the participants' countries;
- Provide mentoring support by the trained youth workers;
- Provide punctual support from key stakeholders, professionals and successful companies to inspire the creation of 3 businesses;
- Develop a Guidance and mentorship Programme adapted to Youth Rural entrepreneurship and Development that can be transferable and accessible beyond the partnership and YERAME's Project lifetime.
- Select and award 3 business initiatives from the start-up contest previously celebrated;

### Specific objectives of the Contest:

- To organise a start-up contest were up to 10 participants can apply in each country;



- To give the opportunity to 10 young people per country to present their business initiatives/ ideas in front of a jury, by receiving feedback;
- To give the opportunity to 3 young people per country to win an economics prize through the contest to support their business initiative ;
- To improve participants experience presenting their ideas and improve their elevator pitch
- Provide networks between stakeholders and young entrepreneurs.
- Create visibility of the project and the necessity to support youth entrepreneurship in rural areas

### Target group of the Contest

- Young people from rural areas that have participated in the Entrepreneurship Course;
- Youth workers in rural areas;
- Job/ youth counselors in rural areas;
- Entrepreneurship offices and agents in rural areas;
- Local development officers;
- Municipalities and other stakeholders.

### KPIs and minimum requirements

Quantitative indicators		
Number of young people participating in the YERAME Contest	At least 60 (10 per country)	PCS and Partners



## 2. Contest Preparation

### Establishment of contest rules, criteria, and guidelines

- Competition will be held 1 day (face to face) at national level in each partner country.
- Participants: minimum 10 and up to 20 participants will be selected for the contest (from those who have done 70% the Entrepreneurship Course during piloting or asynchronous read the training content and completed and send the [Entrepreneurship tasks](#).)
- All partners in their countries will select 3 independent members for the contest jury (stakeholders, entrepreneurship experts, councillors/ mayors from local municipalities, public entities). The jury should be identify by indicating, name and organisation which represent
- All partners will be responsible to prepare all the logistics necessary for the contest at national level
- All common agreed criteria will be followed and complied by all partners
- During the contest all participants will present their business idea and the jury will choose the best 3 ideas that will be provided with 3 prices up to 1000€, 600€ and 300€ per participant at national level. Please note only 50% of the prize will be given in the Contest and the other 50% when participants finalise the mentoring programme to ensure their participation and commitment. (Payments must be proof with bank transfer and certificate of ownership of the back account)

### Promotion and marketing materials for the contest

[Link to the Poster for the contest](#)

### Coordination and Logistics for the Contest Events

#### Register of participants

All participants must apply to the contest through a form/ mail (sharing name, contact details, business name, description of the business idea (in 3 lines). A template will be provided to ensure that all participants follow the same application in their different languages and partners compiled the same information.

[Link to the form](#)



### **Preparation meeting for the Contest**

Project managers and mentors will propose a preparation meeting, and hold at least 3 mentoring sessions before the Contest (covering Unit 1, 2 and 3).

Beside, a meeting with the national juries will be held to present the basis and criteria of the contest. This meeting can be held face to face or online as best suits each partner, but it should be recorded. Additionally, partners should be available to answer by email all questions and requirements by participants and jury on time.

### **- Infopack for participants**

The objective of the Infopack for participants is to offer detailed instructions to participants on how to register and to prepare for the contest according to its bases and criteria. Also, it will provide the schedule for the event.

[Infopack for participants Link](#)

### **Award structure and Criteria for winners**

Participants will present 2 minutes elevator pitch

Share their business model canva/ business plan \_10 minutes

- Business name
- Innovation of business idea
- Adequacy to local and target context
- Connection to a need
- Viability
- Creativity
- Presentation skills

### **- Infopack for jury**

The objective of the Infopack for juries is to offer detailed instructions on their role and support them to get prepared for the contest to ensure the bases and award criteria are complied. Also, it will include the Agenda with the schedule for the event.



Jury will receive the template (p. 9) in the infopack to have all the documentation previous to the contest.

[Infopack for Jury Link](#)

## Agenda

The Agenda contains detailed information for the Contest event with date, time, address (location whether is face to face or online) name of the session and organisation facilitating the session.

The main structure, content frame was created by Defoin and proposed to all partners for their suggestions and agreement. Regarding the content and scheduled, it was adapted by all partners

The [Contest agenda](#) is included as an Annex at the end of this document.

## Contest Deadlines

TASK	DEADLINE
Selection of Jury	15 June
Open call with Confirmation of date and time and basis of the Contest	15 June
Registration of participants	8 July
Implementation of the Contest	19 July
National Reporting of the Contest	22 July
Compiled Report	25th July
Translations	30th July





## 3. Contest Implementation

### Criteria for evaluating business initiatives in the contest

The criteria for evaluating the business initiatives by the juries at national level should follow and should be based on the following indicators:

- **Quality in the design of the business idea**
  - The idea was presented in a clear format
  - The idea was clearly understood
  - The idea had a clear structure and is viable
- **Quality in the presentation of the business idea**
  - The participant was able to explain the idea clearly
  - The participant was able to answer the questions by the jury clearly and efficiently
  - The quality of the supporting materials, if needed, was good
- **Level of Innovation and Creativity of the business idea**
  - The visual identity has been designed
  - The visual identity is attractive and clear
  - There are some other similar ideas in the community
  - Explanation of the innovative points of the business idea
  - Explanation of how the innovations can contribute to the previous work done by other organisations
  - Explanation of the added value of the business idea
- **Level of Impact and sustainability of the business idea**
  - The target group of the business idea has been well defined
  - The identification of target groups' needs has been clearly defined
  - The explanation of a solution for the target groups' needs has been clear
  - The business idea could be beneficial for the target group
  - The participants showed a strong sustainability of the project
  - The Business Plan has been explained in a well way
  - The Business Marketing Plan has been explained in a well way
- **Level of scalability of the business idea**
  - The participant has a clear vision of the business idea for the future and the next steps

The previous questions will be measure according to the following scale:

- Low: the participant could not explain the idea in a proper way



- Medium: the participant could explain the different question, but faced some inconvenience and problem which made the explanation not clear at all.
- High: participants showed a high skill in the explanation of the requested points.

In order to ensure that the jury follow the rules, they would need to follow the template created by the consortium:

**Template for jury:**

Indicator	Score (1 minimum-5 maximum )				
<u>Quality in the design of the business idea</u>					
The idea was presented in a clear format	1	2	3	4	5
The idea was confused at some point	1	2	3	4	5
The idea has a clear structure and is viable	1	2	3	4	5
<u>Quality in the presentation of the business idea</u>					
The participant was able to explain the idea clearly	1	2	3	4	5
The participant was able to answer the questions by the jury clearly and efficiently	1	2	3	4	5
The quality of the presentation was good	1	2	3	4	5
<u>Level of Innovation of the business idea</u>					
The visual identity has been designed	1	2	3	4	5
The visual identity is attractive and clear	1	2	3	4	5
There are some other similar ideas in the community	1	2	3	4	5
Explanation of the innovative points of the business idea	1	2	3	4	5
Explanation of how the innovations can contribute to the previous work done by other organisations	1	2	3	4	5



Explanation of the added value of the business idea	1	2	3	4	5
<u>Level of Impact and sustainability of the business idea</u>					
The target group of the business idea has been well defined	1	2	3	4	5
The identification of target groups' needs has been clearly defined	1	2	3	4	5
The explanation of a solution for the target groups' needs has been clear	1	2	3	4	5
The business idea could be beneficial for the target group	1	2	3	4	5
The participants showed a strong sustainability of the project	1	2	3	4	5
The Business Plan has been explained in a well way	1	2	3	4	5
The Business Marketing Plan has been explained in a well way	1	2	3	4	5
<u>Level of scalability of the business idea</u>					
The participant has a clear vision of the business idea for the future and the next steps	1	2	3	4	5

### Process for selecting top-performing business initiatives.

According to the previous template, and after all the presentations of the business ideas, the different juries at national levels will have 1 hour and a half to discuss and agree on the different skills that participants showed during the contest and will fill out the template. The participants will be informed of the final decision of the jury with an official presentation at the event indicating as well the justification of the decision and giving them some feedback regarding the weak and strong points of the presentation to let the participants improve their business ideas for the future.



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## 4. Contest Reporting

### Items to include

- Participants Registration Form
- Participants List
- Agenda
- Brief explanation of the Contest Ceremony
- Pictures