



GRAND FINAL

Task: Make a 10-minute presentation (followed by a Q&A of up to 10 minutes) in front of a grand public during the Grand Final Event.

Date: 1 October 2024 (1 pm – 5 pm)

Place: HEC Montréal, Édifice Hélène-Desmarais, 501, rue de la Gauchetière Ouest, Montréal (Québec) H2Z 1Z5

A. Attention (20 points)

A1. Punch to draw the audience's attention (10 points): Connection with the audience at both emotional and intellectual levels.

A2. Significance (10 points): Demonstration of the scale and scope of the target social/environmental issues and the solution's timing.

B. Social business performance (50 points)

B1. Solution effectiveness (10 points): Effectiveness of the solution to the target problems and contribution to UN goals.

B2. Social impact acceleration (10 points): Ability to scale and multiply positive social impacts.

B3. Innovation and competitive advantages (10 points): Ability to innovate and create advantages that are durable and hard to copy.

B4. Profitability and business growth (10 points): Ability to generate strong profits and scale the business.

B5. Learning curve (10 points): Ability to continually learn and adapt to new situations.

C. Presentation skills (30 points)

C1. Presentation flow (10 points): The team's ability to communicate effectively and show passion for their project.

C2. Audio-visual aids (10 points): Ability to actively engage visitors and encourage interaction.

C3. Attitude and professionalism (10 points): Ability to actively engage visitors and encourage interaction.