



## SEMI-FINAL TO SELECT THE TOP 4

**Task:** Make an all-day booth presentation to the public and a 10-minute private presentation to three judges (followed by a Q&A of up to 10 minutes).

**Date:** 30 September 2024 (9 am – 5 pm)

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

## PUBLIC BOOTH PRESENTATION

Teams interact with a wide audience at their booths throughout the day to directly connect with potential buyers, investors, suppliers, and attendees. It's an opportunity to showcase your products or services, highlight your social mission, and collect feedback. The creativity and impact of your booth are crucial.

### A. Booth presentation and design (30 points)

**A1. Visual appeal (10 points):** Attractiveness and brand representation of the booth.

**A2. Clarity and information (10 points):** Effectiveness in communicating the product/service benefits and business values.

**A3. Accessibility (10 points):** Evaluate how accessible the information and interaction are for all attendees.

### B. Product/service demonstration (40 points)

**B1. Innovation (10 points):** Originality and uniqueness of the product/service.

**B2. Practicality (10 points):** Usability and applicability of the product/service in reality.

**B3. Demonstration (10 points):** Effectiveness and engagement of the product/service demonstration with attendees.

**B4. Promotional materials (10 points):** Quality and effectiveness of materials in conveying key messages and information.

### C. Engagement and interaction (30 points)

**C1. Staff knowledge and enthusiasm (10 points):** The team's ability to communicate effectively and show passion for their project.

**C2. Engagement (10 points):** Ability to actively engage visitors and encourage interaction.

**C3. Feedback collection (10 points):** Effectiveness of collecting attendee feedback for future follow-up.

## PRIVATE PRESENTATION

Each team will be allocated 10 minutes (followed by a Q&A of up to 10 minutes) to present their project in a private room exclusively to a panel of judges. This presentation is your opportunity to delve deeper into the specifics of your social business, particularly focusing on its potential to accelerate and scale. It is your responsibility to present proof of your fieldwork to the judges.

### A. Social business description (30 points)

**A1. Social mantra one-liner within 15 words (10 points):** Attractiveness and effectiveness in conveying the key value proposition and intended impact.

**A2. Social impact clarity and significance (10 points):** Understanding of the target social/environmental issues and demonstration of strong opportunities to create large impacts.

**A3. Solution effectiveness and ESG integration (10 points):** Effectiveness of the solution for the target social/environmental issues and integration of environmental, social, and governance (ESG) principles in the solution execution.

### B. Social impact acceleration (40 points)

**B1. Mechanisms to accelerate impacts (10 points):** Ability to scale and multiply the positive social impacts.

**B2. Financial stability and profitability (10 points):** Stability of the financial model and profitability level

**B3. Team and leadership (10 points):** Distinctive competencies of the team and its leadership as well as the fit with the project.

**B4. Partnership and collaboration (10 points):** Quality and quantity of collaboration to ensure the effective execution of the social business.

### C. ESG reporting (20 points)

**C1. Measurement and reporting (10 points):** Soundness of the measurement framework and reporting according to ESG criteria.

**C2. Compliance with ESG standard and framework (10 points):** Suitability of the chosen ESG standard and framework and level of compliance.

### D. Learning curve (10 points)

**D1. Lessons learned and improvement strategies (10 points):** Ability to continuously learn and adapt to new situations.