

SAGE: Quick Reference Guide

Part I: Understanding SAGE

The Organization

- Founded in 2002, SAGE is an international network dedicated to creating the next generation of entrepreneurial leaders whose innovations and social enterprises address our world's major unmet needs.
- SAGE is pioneering the field of youth entrepreneurship. We designate two types of entrepreneurship: socially-responsible businesses (SRB), which emphasize profit, and social enterprise businesses (SEB), which emphasize social value.
- The first SAGE World Cup was held in May 2003 with teams from Poland, Mexico, Tajikistan and the United States; the program has now grown to include nine U.S. states and 20 more countries.
- There are more than 4,000 high school students participating in SAGE programs at more than 500 high schools around the world.
- SAGE connects teens with higher education and the business community in a powerful public/private partnership.
- Among the current supporters (in the U.S.) are Macy's Foundation, Sierra Health Foundation (Sacramento), Umpqua Bank, Target Corporation, Enterprise Rent-a-Car, Deloitte, Joseph Pedott Perpetual Endowment Trust, Harold and Louis Price Foundation, Ken Grossman Family, The John R. Oishei Foundation (Buffalo), Arthur Boschee and Evelyn Ball Families, Pasternak Family Foundation, Mitsubishi Electric American Foundation and the Kobe Bryant Family Foundation.

The Individual SAGE Team

- To participate in SAGE, a "team" of students from a high school or community organization is organized. If a high school

has "small learning communities" or other internal divisions, then it is permissible to have one team per division. Moreover, if students from more than one high school wish to come together as one team, that is also permissible.

- A SAGE team must operate either an SRB or an SEB (it cannot enter both competitions). "Veteran" SAGE teams may re-enter its business for a period of two years beyond its first year of competition.
- In addition to completing its entrepreneurship ventures, students are judged on how well they integrated the following concepts into their activities: environmental stewardship and civic engagement.
- Each teenage SAGE team is unique and we want students to be as creative and innovative as possible within their community.
- Because students operate their businesses during the year in anticipation of presenting the results orally and in writing at the end of the year, they have a motivation other than grades.

The Competitive Tournament

- At the end of each year the SAGE program ends with a national competitive tournament. Each team provides a four-page written annual report and a verbal presentation to panel of jurists/evaluators/judges that are recruited from leading members in the community.
- The judging panel selects the SAGE team that has had the most impact in completing its business ventures.
- This process is a unique form of benchmarking, where students can calibrate their own projects with those of peer schools for future improvement.

- The top two teams in each of the two categories—the SRB and the SEB categories—are invited to participate in an international tournament. This is called the SAGE World Cup (in 2010, this will be in Buffalo, NY in July). The rules and format of each tournament are identical.

Part II: Judging Instructions – Competition & Judging Process

Competition Process

Each SAGE team will be given a 35-minute time block at the competition.

- First 10 minutes: The SAGE team will immediately hand out their annual reports to the judges. While the judges are reading the annual report, the team will set up its equipment, set up props, etc. Before the oral presentation begins, judges will score the written annual report according to the 4 SAGE judging criteria detailed in the team scoring sheet (TSS). The written annual report counts 40 points maximum.
- Next 13 minutes: The team will give their oral/audio-visual presentation. The oral presentation counts 40 points maximum.
- Next 7 minutes: Mandatory question and answer period. The Q&A counts 20 points maximum.
- Last 5 minutes: SAGE team will remove all its equipment and exit the room while the judges score the team.

Written Annual Report (10 minutes)

- Teams must hand out a written annual report to be read *and scored* by judges during the first 10 minutes of the team’s presentation time slot.
- Written annual reports are limited to a total of four (4) printed pages on 8 ½ by 11 paper (or two pages front to back).
- If a team uses a cover or back page it will count as one of those four pages.
- Teams may NOT distribute copies of business plans or letters of commendation.

Violation of this rule will result in an automatic 5-point deduction from the total of 40 points for the written annual report.

- Teams *may* include copies of newspaper articles, newsletters, and other media as evidence of media attention; presenters may also distribute personal business cards.

Oral/Audio-Visual Presentation (13 minutes)

- After 9 minutes have elapsed, the league coordinator will announce a “one-minute warning.”
- At the 10 minute mark, the league coordinator will ask the team to begin its oral presentation.
- The team has 13 minutes to make its oral presentation; if the team ends prior to 13 minutes, the Q&A time period will be extended by the shortfall. For example, if a team finishes its oral presentation in 12 minutes, it will be given a total of 8 minutes for Q&A.
- During the presentation judges should assign a numerical value for the oral presentation on the TSS.
- If a team isn’t finished in 13 minutes, it will be commanded to end its oral presentation.

Question and Answer Session (7 minutes)

- There will be a mandatory 7-minute Q&A period following the oral presentation
- Judges will be looking for:
 - Overall Effectiveness - Based on questions from the judges, overall, how well did the students demonstrate knowledge of the projects described in the written report and oral presentation?
 - Balance – Did students share responses, or did one or two students dominate?
 - Poise - Were the students confident and polished?
- After the Q&A session, judges should assign a numerical value ranging from 0 to 20 at the bottom of the team’s TSS.

Judging Process

- After each presentation, total each team's points for all four judging criteria. After all SAGE teams in your league have completed their presentations, you will **RANK** each team based on their total points.
- The SAGE league coordinator will provide you with a ballot asking you to rank the teams; the team with the highest number of points will be your number one ranked team. The team with the second highest number of points will be ranked second, etc.
- After turning in your ballot, you will pass the team's TSS, in order of presentation, to the front of the room. Next, please return all the annual reports to the league coordinator in order of presentation.
- As a SAGE judge, we urge you to make written comments on the back of each TSS. These score sheets are the only formal feedback teams receive from judges during the competitive process. This is the kind of "formative" evaluation data that can provide SAGE teachers and coaches with suggestions on how to improve their programs in the future.

Part III: Judging Instructions - Making Your Decision

The SAGE tournament is about which students were the most effective in meeting the four SAGE judging criteria. It is not a contest based on who made the best presentation, or who used the most advanced technology, or who received the most TV, radio or newspaper coverage, or who made the most profit. We are looking for the team that does the best job of *integrating* all four criteria into their business ventures during the year. For a SAGE team to participate in a SAGE tournament it must operate a business venture that meets as many of the SAGE judging criteria as possible. The criteria are:

1. Marketplace viability
2. Social impact
3. Environmental stewardship
4. Civic engagement

Part IV: Guide to Making Your Decision: The Judging Rubric

At the SAGE tournament, each judge is provided with a judge's handbook. This handbook includes a SAGE judging rubric for each part of the team's presentation: 40 points maximum for the written annual report, 40 points maximum for the oral presentation and 20 points maximum for responses to Q&A. Thus, the only part of the presentation outside the team's control is the Q&A.

An important part of judging will be to pose questions that will provide evidence as to the overall effectiveness of the team's ventures. Sample questions:

1. How did you select the business?
2. How many people were impacted by your social ventures?
3. Did your company make a profit?
4. What was your greatest challenge?
5. What was your best success?
6. How did you measure success?
7. What have you done to make sure your SAGE team will be better in the future?
8. Would your business exist if it hadn't been for SAGE? Or did you partner with other groups that would have done this even without SAGE?
9. Why did you get involved with SAGE?
10. Did your efforts on the SAGE team help you with your other classes?
11. Has your SAGE experience affected your decision possibly to someday start a commercial venture? A social venture?
12. Will you continue with SAGE next year, either as a mentor or a returning veteran?

Team Scoring Sheet for a Socially-Responsible Business (SRB)

For a team to participate in Socially Responsible Business (SRB) tournament, it should do its best to meet the four judging criteria as closely as possible. Socially responsible businesses are *always* legally structured as for-profit businesses; they do not *directly* address social needs through their products or services or through the numbers of disadvantaged people they employ; instead, they create positive social change *indirectly* through the practice of corporate social responsibility (e.g., creating and implementing a philanthropic foundation; paying equitable wages to their employees; using environmentally friendly raw materials; providing volunteers to help with community projects; and so on)

SRB Judging Criterion	Written Annual Report *	Oral Presentation
1. What is the <u>marketplace viability</u> of the business (e.g., has it achieved profitability through earned income? Or has it defined a believable path toward profitability)?	16	20
2. Has the business created positive social change indirectly through the practice of corporate <u>social responsibility</u> (e.g., creating and implementing a philanthropic foundation; paying equitable wages to their employees; using environmentally friendly raw materials; providing volunteers to help with community projects; and so on) Evidence of positive social impact can include media coverage (e.g., newspaper, TV, radio) and potential market reach (e.g., regional, national, global scale).	12	14
3. Has the SAGE team understood the importance of being responsible stewards of the <u>environment</u> in a market economy, either through its products or services, or by its actions in the community?	6	6
4. Has the SAGE team understood the importance of <u>civic engagement</u> in a democratic society, and that each citizen can exercise their freedom by registering to vote and participating in public elections?	6	N/A
TOTAL POSSIBLE POINTS	40 pts	40 pts

How effective were the students in their responses to judges' questions during the Q and A period?	20 pts
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Written Annual Report ____ (40 points maximum)
 Oral Presentation ____ (40 points maximum)
 Q & A Period ____ (20 points maximum)
 Total ____ (100 points maximum)

** The written annual report is limited to four pages, including cover page. In addition, teams can distribute copies of media attention they have received for their projects (e.g., magazine articles, newspaper articles, web pages, etc.). Teams may NOT distribute copies of business plans or letters of commendation. Violation of this rule will result in an automatic 5-point deduction from the total of 40 points available for the written annual report. However, presenters MAY distribute their personal business cards.*

Team Scoring Sheet for a Social Enterprise Business (SEB)

For a team to participate in Social Enterprise Business (SEB) tournament, it should do its best to meet the four judging criteria as closely as possible. A social enterprise business *directly* addresses social needs through their products or services or through the numbers of disadvantaged people they employ; they can be legally structured either as non-profits or as for-profit businesses, but in either case must have a business model that demonstrates the ability to be a going concern through the use of earned revenue, either by achieving profitability or by creating a clear path toward profitability.

SEB Judging Criteria	Written Annual Report *	Oral Presentation
1. What is the <u>marketplace viability</u> of the business (e.g., has it achieved profitability through earned income? Or has it defined a believable path toward profitability)?	12	14
2. Has the business demonstrated significant <u>social impact</u> ? If the goals are workforce development, job creation and career development for people who are disadvantaged, then the evidence should include demographic information about the numbers of people employed and the types of disadvantages they were facing, the level of wages paid, and other pertinent information. If the goal is to deliver a product or service other than job creation, the evidence could include the numbers of products sold and/or services delivered and any results achieved by the people purchasing the products and/or services. Evidence of impact can include media coverage (e.g., newspaper, TV, radio) and potential market reach (e.g., regional, national, global scale).	16	20
3. Has the SAGE team understood the importance of being responsible stewards of the <u>environment</u> in a market economy, either through its products or services, or by its actions in the community?	6	6
4. Has the SAGE team understood the importance of <u>civic engagement</u> in a democratic society, and that each citizen can exercise their freedom by registering to vote and participating in public elections?	6	N/A
TOTAL POSSIBLE POINTS	40 pts	40 pts

How effective were the students in their responses to judges' questions during the Q and A period?	20 pts
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Written Annual Report ____ (40 points maximum)
Oral Presentation ____ (40 points maximum)
Q & A Period ____ (20 points maximum)
Total ____ (100 points maximum)

* The written annual report is limited to 4 pages, including cover page. In addition, teams can have copies of media attention they have received for their projects. Teams may NOT distribute copies of business plans or letters of commendation. Violation of this rule will result in an automatic 5-point deduction from the total of 40 points available for the written annual report. However, presenters MAY distribute their personal business card.