

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. Our mission is to help create the next generation of entrepreneurial leaders whose innovations and social enterprises address the major unmet needs of our global community.
- 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 seven U.S. states and 22 more countries.
- There are more than 12,000 teens participating in SAGE programs at over 1,200 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: Wells Fargo Foundation, Umpqua Bank, Enterprise Rent-a-Car, Deloitte, Louis and Harold Price Foundation (Colorado), Ken Grossman/Katie Gonser Family (California), Pasternak Family Foundation (New Jersey), California Society of CPAs, Ed Byers, Peter Fagen, Kelby Thornton, Helen Shi, Chris Coutant, Danielle Harmony, Abe Baily, Christine Boyle, Rebecca Stidham, Sandy Jensen, Arata Brothers Trust (Sacramento), Ray Morgan, Co.
- SAGEGLOBAL now offers an exciting, 26-lesson entrepreneurship course for teens, entitled "Turning Risk into Success."

(available for licensing by schools).

This course is available to all SAGE teams. See <http://sagetrism.com>

The Individual SAGE Team

- To participate in SAGE, a "team" of teenagers 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 a business that demonstrates successful operations, social impact, creativity/innovation, and sustainability. "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 their responses to judges' question during the Q and A period.
- Each teenage SAGE team is unique; we want students to be as creative and innovative as possible.
- 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 regional and/or 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 at the national competition are invited to participate in an international tournament. This is called the SAGE World Cup (in August, 2018, this event took place in Durban, South Africa). The SAGE World Cup for 2019 will be August 8-12 at the University of California, Berkeley in the San Francisco Bay Area, USA. 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.
- Next 13 minutes: The team will give their oral/audio-visual presentation.
- Teams are allowed to demonstrate their products during the presentation, but they cannot hand them out to judges for individual inspection.
- 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.
- Teams are judged on five criteria (20 points each): (1) Creativity and Innovation, (2) Social Impact, (3) Business Operations, (4) Likelihood That the Business Will Continue, and (5) Overall Presentation (including written annual report, oral presentation, and responses to questions and answers).

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, letters of commendation, or sample products. 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 YELLOW CUMULATIVE SCORESHEET.
- 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 YELLOW CUMULATIVE SCORESHEET.

Judging Process

- After each presentation, total each team's points for all five judging criteria on the YELLOW CUMULATIVE SCORESHEET. After all SAGE teams in your league have completed their presentations, you will **RANK** each team based on their total points.
- 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 YELLOW CUMULATIVE SCORESHEET, you will pass the team's ITES, 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 ITES (reminder: the ITES is blue for SRBs and green for SEBs). These evaluation 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 five 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 five 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.

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. Why did you get involved with SAGE?
9. Did your efforts on the SAGE team help you with your other classes?
10. Has your SAGE experience affected your decision possibly to someday start a commercial venture? A social enterprise?
11. Will you continue with SAGE next year, either as a mentor or a returning veteran?

[Note: To see a "sample" video describing the judging process from 2018 please go to <https://www.youtube.com/watch?v=LYyZ1c8DvkQ&feature=youtu>