

# ASSESSMENT & ASSIGNMENTS

## JUDGING & PROCEDURE EMCUP 2023

PRE-COMPETITION	%	JUDGED BY	REMARKS
<b>Assignment 1</b> Rumour around the brand	10%	Organisation	Assessed multiple times
<b>Assignment 2A</b> Whitepaper	25%	Business Jury	Assessed by at least 3 Business Jury members
COMPETITION DAYS	%	JUDGED BY	REMARKS
<b>Assignment 2B</b> Pitch Whitepaper	15%	Business Jury	
<b>Assignment 3A</b> (Case Pitch 1)	20%	Business Jury	Time to tweak pitch, based on feedback Business Jury, before second pitch
<b>Assignment 3B</b> (Case Pitch 2)	30%	Business Jury	Occurs in a different jury room
	=100%		The best 9 teams go to finals; 1 team per jury room proceeds, all previous assignments are included
FINALS	%	JUDGED BY	REMARKS
<b>Assignment 4</b> (Final Assignment & Pitch, Dragons' Den style) <b>TOP 9</b>	50%	Dragons & whole audience	50% of Final Pitch 50% of Assignments 1-3 = 100% end score

# FLOWCHART SCORING TABLE

