

# Preparing Students for Competitions

L'ORÉAL  
**BRANDSTORM**

MSME members encourage, support, and coach students to participate in various types of Business Competitions.

## WHY? (Impact)

- Spark students' interest
- Real-world experience
- Profile for job opportunity
- PR MSME

## How?

- Cultivate relationship with

## HOW MANY GROUPS?

- A magic number of 5 because they can form a community and share experiences. It increases the chances to survive the 2<sup>nd</sup> round.

## COMPETITION ORGANIZERS STUDENTS

- **Beware!** This process needs commitment. It is time-consuming

## ROUNDS OF SELECTION & COMPLETION

### Internal Review

- Use rubric for selection



### Campus Round

- Plan to work 3-slides, 5 minutes pitch
- Invite faculty with expertise to feedback
- Your body language may shape who you are <https://youtu.be/Ks-Mh1QhMc>
- How to answer any presentation question <https://youtu.be/lfjNFNTwFGU>



### National Round

- 10-slides, 5 minutes pitch
- <https://youtu.be/7u0cKqRPYhY>



### Innovation Fair vs. Presentation

- 5 minutes pitch, 5 minutes Q&A
- During the Fair, talk with the judges instead of presenting

