

PREPARING FOR COMPETITIONS (NATIONALS & WORLD CUP)

Turning Your Project Journey into a
Clear, Credible Competition Story

SUPPORTED BY



LOCAL ACTION. GLOBAL IMPACT.



50,000 STUDENTS



1,050 UNIVERSITIES



2,690 PROJECTS



1,000,000+ LIVES IMPACTED

FROM 1 SEPTEMBER 2024 TILL 31 AUGUST 2025.

Every number reflects action. Every project, a purpose.

This is Enactus: a community of students, academics and business leaders using entrepreneurial action to tackle challenges, regenerate communities, and shape a more inclusive, thriving world.

Together, we are Generation Regeneration — changemakers with a head for business and a heart for the world.

As an Enactus student, you:

- work in teams to design and run real projects
- address social, economic, and environmental challenges
- learn by doing — with guidance from Faculty Advisors, alumni, and partners
- join a worldwide network of young leaders who want to make a meaningful difference

You are not just joining a club. You're joining a global movement of students in more than 30 countries who are building solutions that improve lives today and shape the future of work, business, and society.

OUR NETWORK OF ENACTUS COUNTRIES. #WEALLWIN



#GENERATIONRE | #ENACTUS | #WEALLWIN

About the Enactus 101 Series

This guide is part of the Enactus 101 Series — a set of simple, practical guides designed to help you learn, lead, build projects, measure your impact, and grow as a changemaker. We encourage you to explore the full series throughout the year.



WHAT THIS GUIDE IS / IS NOT

What This Guide Gives You

This guide helps Enactus students:

- Understand how Enactus competitions work
- Prepare confidently for presenting their project journey
- Learn how judges evaluate projects and ask questions
- Bring together impact, storytelling, and learning into a clear narrative
- Prepare competition materials with integrity and consistency

It is designed for students, but faculty advisers will also find it useful when supporting teams through competition preparation.

What This Guide Does Not Include

- Full project development (see Guide 3)
- Country-specific competition or reporting requirements
- Team structure guidance (see Guide 2)

Contents of this Guide:

- Competition as Part of the Enactus Journey
- Review, Compliance, and Year-Round Readiness
- Understanding the Judge Perspective
- How Judges Follow Your Story
- Telling a Clear & Honest Project Story
- Presentation Format & Timing
- Preparing Your Competition Materials
- Reporting & Year-Round-Readiness
- Overview of the Impact & Financial Review Process
- Final Thoughts: What Comes Next After Competition?



SPACE FOR NOTES:



COMPETITION AS PART OF THE ENACTUS JOURNEY

PREPARING FOR COMPETITION

Enactus competitions are not a separate activity from your project work. They are a moment where teams pause, reflect, and communicate what they have learned, built, tested, and improved over time.

Competitions offer an opportunity to receive feedback from business leaders, connect with peers and entrepreneurs, learn through comparison and dialogue, and celebrate the journey behind your work.

Competition preparation encourages teams to:

- Step back from day-to-day activities
- Identify what truly mattered most during the year
- Explain why choices were made, not just what was done
- Practice communicating complex ideas clearly and honestly

Strong preparation often strengthens projects themselves — even beyond the competition stage.

ENACTUS TIPS & EXERCISES

Using Competition as a Learning Tool

Early in the year — not just before or close to competition — take time as a team to reflect on the questions below:

- What problem or opportunity are we most excited to explore this year — and why?
- What assumptions are we making about this problem that we should test?
- What kind of impact would meaningful progress look like for our beneficiaries?
- How do we want to document learning, decisions, and evidence as we go?

Revisit these questions after competition to compare how your thinking, approach, and impact evolved over time.

Project Work → Reflection → Storytelling → Feedback → Stronger Projects

Competition connects project work and reflection, helping teams strengthen both their learnings, impact and how they communicate it.



COMPETITION AS PART OF THE ENACTUS JOURNEY

YOUR COMPETITION JOURNEY



Competitions are designed to support learning, reflection, and growth — not just to determine rankings. Throughout this guide, competition is framed as part of your broader Enactus journey, helping teams better understand their impact, strengthen their projects, and prepare for what comes next.

Enactus Core Competition

This guide focuses primarily on the Enactus Core Competition (also known in some countries as the Enactus World Cup Qualifier). Here, projects are evaluated against the Enactus Criterion, with a focus on direct impact on people, planet, and prosperity. National Champion teams may go on to represent their country at the Enactus World Cup.

Enactus World Cup

The Enactus World Cup is an annual global event bringing together students, educators, business leaders, entrepreneurs, and changemakers from around the world. Its location and theme change each year, reflecting global priorities.

Other Competitions and Awards

Country Offices may also organize additional competitions, such as:

- Early-stage competitions
- Pitch competitions
- Special competitions linked to themes or partners
- Other regional or national competitions

Events may also include awards recognizing outstanding teams, Faculty Advisors, alumni, partners, or initiatives.



ENACTUS AS A GLOBAL FRAMEWORK

Enactus teams operate within a global framework designed to foster entrepreneurial action, innovation, and impact.

As you have learned in the first four **Enactus 101 Guides**, Enactus teams have flexibility in how they organize themselves and design projects, but certain foundational guidelines ensure fairness, transparency, and alignment across the global network.

These include:

- One Enactus team per institution or campus
- A Faculty Advisor is required
- Flexible team structures adapted to local context
- Freedom to design projects *within the Enactus Criterion*

Teams choose their beneficiaries and approaches. Enactus staff and Country Offices are available for guidance throughout the year.

SPACE FOR NOTES:

HOW JUDGES FOLLOW YOUR STORY

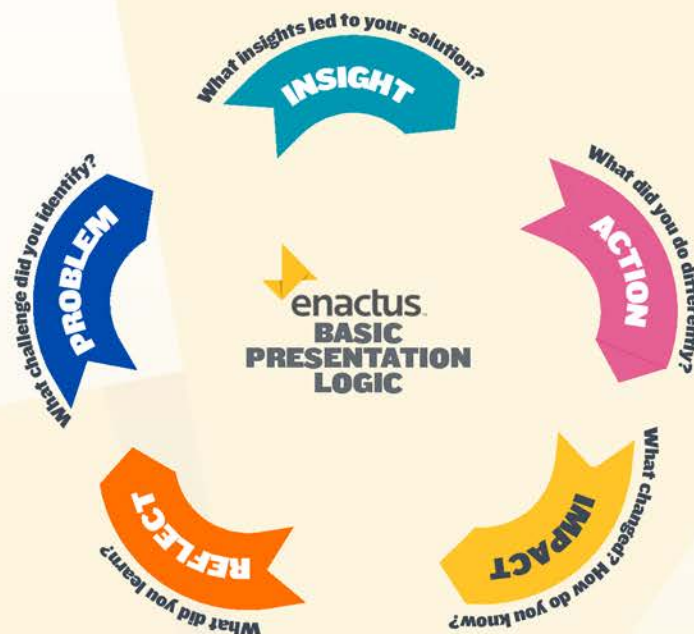
PRESENTATION LOGIC

Judges are listening for a clear line of reasoning, not a list of activities. A strong Enactus presentation follows a simple logic that helps judges understand why your work matters and how impact was achieved.

A clear presentation usually answers these questions, in this order:

- What problem or opportunity did you identify?
- What insight or decision led to your solution?
- What did you do differently, entrepreneurially, or innovatively?
- What changed as a result of your actions?
- What did you learn, and how did that shape your approach?

Not every part or project needs equal time. Judges are following your thinking — clarity of logic is more important than the number of initiatives presented.



ENACTUS TIPS

This logic closely reflects the Enactus impact journey teams follow throughout the year — from identifying a real need, to taking entrepreneurial action, to measuring outcomes and learning from the results.

Teams may move through this logic in different ways — the goal is clarity, not uniformity.

SPACE FOR NOTES:

TELLING A CLEAR & HONEST PROJECT STORY

Your presentation is not a list of activities. It is the story of a journey — from challenge to insight, from testing to impact.

Strong Enactus storytelling:

- Focuses on people, not just projects
- Shows learning, adaptation, and decision-making
- Connects data to real-world change
- Reflects both successes and challenges

Throughout the year, teams should collect:

- Photos from project activities and fieldwork
- Short video clips of testing, piloting, or engagement
- Testimonials from beneficiaries, partners, or customers
- Reflections from team members on what they learned

These materials strengthen your storytelling and help you communicate impact with authenticity.

Clear storytelling makes your impact easier to understand — for judges, partners, and your own team.

ENACTUS TIPS

Decision-Making as a Skill

Preparing for competition requires teams to make deliberate choices. Deciding what to include — and what to leave out — is part of entrepreneurial leadership. **Focus, prioritization, and trade-offs** are not signs of weakness; they **demonstrate judgment and maturity**.

You are not judged on how much you did, but on how well you explain what mattered most!

ENACTUS TIPS

Document your work as it happens. Photos, short videos, notes, and reflections collected throughout the year become evidence, learning tools, and storytelling assets later.

Find a place to collect all of this information, accessible to your whole team!

SPACE FOR NOTES:

PRESENTATION FORMAT & TIMING

PRESENTATION TIMING

At the Enactus World Cup, the standard competition format includes:

- 3 minutes for set-up
- 12 minutes for presentation
- 5 minutes for judge questions and answers

During set-up, teams may distribute Annual Reports and prepare visuals. Once the presentation begins, timing is strictly observed.

If a team exceeds the allotted time, they are stopped to ensure fairness for all teams.

**National competitions may use different timings. Always confirm details with your Country Office and rehearse accordingly. In some cases, interpreter support may extend the Q&A period. These adjustments are communicated in advance.*

THE QUESTION & ANSWER PERIOD

The Q&A is a conversation. Judges use this time to:

- Clarify how decisions were made
- Understand impact measurement
- Explore learning and adaptation
- Confirm alignment with the Enactus Criterion

Strong answers are:

- Honest and reflective
- Grounded in evidence
- Clear about what worked and what didn't

Not knowing an answer is not a failure. Explaining how you approached uncertainty, tested assumptions, or adapted over time often demonstrates strong leadership and learning.

ENACTUS TIPS

Preparing for Q&A as a Team

Before competition, teams can:

- Practice answering questions together, not just rehearsing a script
- Ensure multiple team members understand impact data, decisions, and trade-offs
- Agree on who may answer which types of questions — while staying flexible

If different team members answer questions slightly differently, that is okay. Judges are listening for shared understanding, not identical wording.

If you don't know an answer, explain how you would find it or what you learned so far. This often demonstrates stronger leadership than guessing.

SPACE FOR NOTES:



PREPARING YOUR COMPETITION MATERIALS

YOUR PRESENTATION

Your presentation should bring together:

- The problem you addressed and why it matters
- How your solution was designed and tested
- The impact created for people, planet, and prosperity
- What you learned along the way

Given limited time, teams must make intentional choices about what to include. Not every detail belongs on stage. Prioritization is part of the learning experience.

ENACTUS TIPS & EXERCISES

Clarity comes from choosing what matters most — not from saying everything.

WRITTEN MATERIALS & REPORTING

As part of participating in Enactus competitions, teams are required to prepare and submit several documents before and after National Competitions. Each document serves a different role in the competition and review process.

Some materials are shared with judges during competition, others are submitted to your Country Office in advance, and additional documentation may be required after Nationals as part of the Impact & Financial Review. These materials are not separate tasks — they reflect the same work, decisions, and impact from different perspectives.

MATERIALS PREPARED FOR NATIONAL COMPETITION

Annual Report (including the Standardized Impact Page)

Every competing team must prepare an Annual Report summarizing its projects and impact within the official reporting period.

- Shared with judges during the National Competition
- Distributed during the set-up period
- Includes the required standardized impact page
- Supports what judges hear during your presentation

Project Report Form (PRF) and Team Information Form (TIF)

The PRF and TIF are submitted online, not to judges.

- Submitted prior to the National Competition
- Typically required at least two weeks in advance, unless your Country Office states otherwise
- Provide structured information about your team and projects

Some countries may require additional documents. Always follow guidance from your Country Office.

PREPARING YOUR COMPETITION MATERIALS

MATERIALS AFTER NATIONAL COMPETITION

Impact & Financial Review Submissions

Impact & Financial Review materials are not part of National Competition judging.

- Required after Nationals for National Champion teams
- In some countries, also required for additional finalist teams
- Used to confirm reported impact and documentation

WHY ALIGNMENT MATTERS

Although these materials serve different purposes and are submitted at different times, alignment across them is essential.

Country and Global Staff & reviewers may compare:

- What is presented on stage
- What is written in the Annual Report
- What is documented in the PRF & TIF forms and follow-up discussions

Significant misalignment or misrepresentation may result in additional review, follow-up questions, or disqualification from the National Competition and World Cup.

ENACTUS STANDARDIZED IMPACT REPORTING PAGE

(Required – One Page of the Annual Report)

All Enactus teams must dedicate one page of their four-page Annual Report to **standardized impact reporting**. This page provides a **clear, comparable overview of project impact** achieved during the official reporting period, using Enactus' common definitions.

The page must include:

- **Impact summary table** for each project (including “Other Projects”) and a total row
 - Direct impact
 - Indirect impact
 - Reach
 - Income / revenue
 - Profit / surplus
 - Planet impact (if applicable)
 - Projections (next 12 months)
- **Evidence & methodology** (max. 3 bullets per project) explaining how impact was measured

Only impact within the official reporting period may be included. Teams must use Enactus' official impact and financial definitions.

Full details and examples are provided in Guide 8: Support Materials.

SPACE FOR NOTES:



REPORTING AND YEAR-ROUND READINESS

MANDATORY REPORTING BEFORE NATIONAL COMPETITION

Before participating in National Competition, teams are required to submit key documents. This reporting helps Enactus understand global impact and continuously improve programming and support.

Required submissions

- Team Information Form (TIF)
- Project Report Form (PRF)
- Project Verification Form

The TIF and PRF must be submitted at least two weeks before the National Competition.

Every team must request that:

- their Faculty Advisor,
- one student, and
- one institutional administrator

review their Annual Report and sign the Project Verification Form before submission to the Country Office.

I&F REVIEW PROCESS PRIOR TO ENACTUS WORLD CUP

Teams competing at the Enactus World Cup must pass an Impact & Financial Review Process led by their Country Office. This ensures fairness, integrity, and consistency across the global competition.

Additional reviews can occur at different points in the year, depending on country operation capacity and priorities. For this reason, teams are encouraged to maintain year-round readiness by:

- Measuring impact consistently
- Documenting activities and decisions
- Keeping clear financial and partnership records

The official reporting period for teams participating in the Enactus World Cup is one year, ending (depending on timing of Enactus World Cup) one month before the World Cup.

Teams must successfully pass both phases of this review in order to be eligible to represent their country at the Enactus World Cup.

ENACTUS TIPS

Strong teams integrate reporting into planning, testing, reflection, and decision-making throughout the year.

OVERVIEW OF THE I&F REVIEW PROCESS

For National Champion teams (and in some countries, additional finalists), the journey continues with the **Impact & Financial Review**, which must be successfully completed before participating in the Enactus World Cup.

While only some teams go through the full review, all teams benefit from preparing as if this step could happen.

Why the Review Matters

The review ensures teams:

- Demonstrate authentic impact
- Uphold transparency and ethical conduct
- Meet Enactus standards for documentation and integrity
- Are evaluated fairly at the global level

The review validates work — it is not designed to catch mistakes.

OVERVIEW OF THE IMPACT & FINANCIAL REVIEW PROCESS

Phase 1: National Review

Led by the Country Office, including:

1. Team Engagement Review – interviews and document review
2. Operational & Financial Review – systems, finances, capacity
3. Impact Review / Site Visits – verification of outcomes

Phase 2: Global Review

Led by Enactus Global, focusing on:

- EWC script and Annual Report
- Data consistency
- Financial and beneficiary documentation

Only impact within the official reporting period may be presented.

THE OFFICIAL REPORTING PERIOD

The official reporting period for teams participating in the Enactus World Cup is one full year, ending one month before the World Cup.

For example:

- If the World Cup is held on 1 October 2027
- The reporting period would be 1 September 2026 – 31 August 2027

Only impact achieved within this period may be presented and verified. Integrity and accuracy matter more than scale or polish.

OVERVIEW OF THE I&F REVIEW PROCESS

WHAT HAPPENS IF A TEAM DOES NOT PASS THE REVIEW?

If a team does not pass the review:

- The team may not be eligible to participate in the Enactus World Cup
- The first runner-up team may be reviewed to determine eligibility instead
- In cases of material infractions, teams may be disqualified from competing

Material infractions may include (but are not limited to):

- Reporting projects that did not exist
- Exaggerating needs, outcomes, or impact
- Presenting third-party actions as team-led work
- Misrepresenting financial or team information
- Presenting past-year impact as current-year results

Most issues are avoidable through honest reporting, consistent documentation, and alignment with Enactus definitions throughout the year.

More detailed guidance on the Impact & Financial Review process is available in the Impact & Financial Review Guide for Teams, which can be requested from your Enactus Country Office.

ENACTUS TIPS

Preparing Throughout the Year

The strongest review preparation happens long before a team becomes a National Champion.

Teams that prepare well typically:

- Measure impact consistently throughout the year (see Guide 4)
- Document changes as projects evolve
- Keep clear records of finances, partnerships, and activities
- Align all reporting with Enactus impact definitions

Collecting evidence as you go — such as photos, testimonials, impact data, financial records, and reflections — makes reporting more accurate and reduces pressure later.

If your data, documents, and stories are aligned throughout the year, the review becomes a familiar process — not a scramble.

FINAL THOUGHTS: WHAT COMES NEXT?

LEARNING BEYOND THE COMPETITION STAGE

Competition is not the conclusion of your Enactus journey. It is a moment of perspective — an opportunity to step back, test your assumptions, and understand how your work is perceived by others.

What matters most is not the outcome on stage, but what teams do with the experience afterwards.

Turning Feedback into Action

After competition, teams are encouraged to:

- Reflect on judge questions and feedback
- Identify strengths to build on and gaps to address
- Discuss insights openly as a team
- Translate learning into concrete changes for the next year

This reflection helps teams strengthen project design, improve impact measurement, and communicate entrepreneurial leadership more clearly.

Preparing for the Next Enactus Cycle

Strong teams intentionally carry learning forward. Competition insights often inform:

- Which problems to focus on next
- How projects are designed, tested, or scaled
- How impact is measured and documented throughout the year
- How leadership roles and responsibilities are structured

Using competition as a learning checkpoint allows teams to begin the next cycle with greater clarity, confidence, and purpose.

ENACTUS TIPS

Growth doesn't stop when the presentation ends.

Teams that reflect early and document learning immediately are better prepared to design stronger projects, tell clearer stories, and demonstrate impact in the year ahead.

Ask yourselves: What is one we would do differently if we started this project again next year?

HOW TO LEARN FROM THE EXPERIENCE?

REVIEW JUDGE & STAFF FEEDBACK & QUESTIONS

REFLECT ON THESE WITH YOUR FULL TEAM

MAKE DECISIONS & ADJUSTMENTS BASED ON THESE

BUILD & IMPROVE NEXT YEARS PROJECTS WITH YOUR LEARNINGS TOP OF MIND

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THE ENACTUS 101 GUIDE SERIES (OVERVIEW PAGE)

Guide 1 — Welcome to Enactus & Your Impact Journey

The essential starting guide for all students. Introduces the Enactus mission, the Enactus Impact Journey Roadmap, core values, culture, and what it means to be an Enactus social innovator.

Guide 2 — Building an Enactus Team (Team Structure, Culture & Leadership)

How to build and lead a strong Enactus team. Includes team roles, leadership development, recruitment, culture-building, communication, conflict resolution, and running an effective student organization.

Guide 3 — Project Development & the Enactus Criterion

Your complete guide to designing strong Enactus projects. Covers research, systems thinking, human-centered design, community engagement, ideation, prototyping, the Enactus Criterion, and the Enactus Social Business Canvas.

Guide 4 — Measuring Impact (Data, Storytelling & Reporting)

How to measure, understand, and communicate your project impact. Includes impact definitions, theory of change, surveys, dashboards, storytelling basics, and how to prepare for annual data reporting.

Guide 5 — Preparing for Competitions (Nationals & World Cup)

Everything students need to succeed in competition. Covers storytelling strategy, presentation logic, project evidence, Impact & Financial Review expectations, evaluation forms and the judging role.

Guide 6 — Working with Partners & Advisors

How to build and manage strong partnerships. Includes engaging Faculty Advisors, activating Business Advisory Clusters, securing institutional support, collaborating with external partners, and ethical partnership practices.

Guide 7 — Faculty Advisor Guide

A practical support guide for educators. Provides tools for mentorship, academic integration, student development, project coaching, and navigating Enactus competitions and programs.

Guide 8 — Tools & Exercises for Enactus Teams

A practical resource for students and teams. Includes worksheets, exercises, and facilitation tools such as needs assessment activities, systems maps, ideation prompts, prototyping tools, impact measurement checklists, and team culture exercises.



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