

# 2026 Youth Entrepreneur of the Year Contest

Stand Name: \_\_\_\_\_

Kid(s) Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## Food Safety & Rules Check

Is the 'Lemmy U Food & Safety Certificate' displayed in clear view? (if applicable)

YES  NO

Are all Lemonade Day rules being followed?

YES  NO

If NO, please describe the issue: \_\_\_\_\_

## Youth Entrepreneur Scoring Rubric

Scores should reflect age-appropriate expectations. A confident 9-year-old and a confident 16-year-old will look very different — judge accordingly!

### 1–3: Needs Development

- Very limited preparation or business understanding.
- Difficult to follow the concept or product offering.
- Missing key entrepreneurial elements (branding, pricing, engagement).
- Contestant seems unsure or unprepared.

### 4–6: Satisfactory

- Basic business concept is clear and understandable.
- Some effort in branding or presentation is evident.
- Contestant participates but may rely on a parent or helper.
- Good start with clear room to grow.

### 7–8: Strong

- Clear effort, preparation, and business thinking on display.
- Good branding, confident communication, and solid product knowledge.
- Contestant is engaged, enthusiastic, and mostly self-directed.
- Stand or display is organized and appealing for their age.

### 9–10: Exceptional (Future Business Leader!)

- Outstanding business concept with strong execution.
- Professional-level branding, communication, and financial awareness.
- Contestant leads independently, handles questions with confidence and poise.
- Something truly impressive stands out — originality, maturity, or community impact.


## Scoring Categories (1–10 Scale)

1 = Needs Improvement    10 = Outstanding    (See attached Scoring Rubric below)

Category	Score (1–10)
<b>1. Business Concept &amp; Idea</b> Originality, viability, and clarity of the business idea; does the contestant understand their product or service?	
<b>2. Marketing &amp; Branding</b> Clear brand identity — name, signage, logo, colours; appealing and appropriate for their target customer.	
<b>3. Customer Service &amp; Communication</b> Friendly, approachable, able to explain their product confidently and engage customers.	
<b>4. Financial Awareness</b> Understands pricing, costs, profit, and value; can explain their numbers.	
<b>5. Presentation &amp; Display</b> Booth is organized, attractive, and professional-looking for the contestant's age group.	
<b>6. Problem-Solving &amp; Adaptability</b> Creativity or resilience shown in overcoming a challenge; handles unexpected questions well.	
<b>7. Entrepreneurial Spirit &amp; Enthusiasm</b> Demonstrates passion, confidence, and genuine excitement about their venture.	
<b>8. Product or Service Quality</b> The quality, taste, finish, or execution of what they are selling or offering.	
<b>9. Discretionary Bonus Points — Up to 20 points (Optional)</b> <i>Remarkable effort, exceptional innovation, outstanding community spirit, wow factor, etc.</i>	__ / 20
<b>Total Score: ____ / 80    Total with Bonus: ____ / 100</b>	

## Suggested Questions to Ask the Contestant

1. "Tell me about your business — what do you sell and why did you choose it?"
2. "Who is your target customer, and how do you reach them?"
3. "How did you decide on your pricing? Do you know your profit?"
4. "What's been your biggest challenge and how did you handle it?"
5. "What's your goal for your business in the future?"

 **Judge Notes**

**Additional Comments & Encouragement for the Contestant:**

What was this contestant's greatest strength today? \_\_\_\_\_

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If you have any questions, please contact your Lemonade Day Northern Alberta Coordinator:

Name:

Ph: