

**Students in Free Enterprise (SIFE Philippines)**  
**Annex E - Judging Criteria**  
**The New Competition Judging Criteria**

**How creative, innovative and effective were the students in teaching:**

How free markets work in the global economy. 20 points

How entrepreneurs succeed by identifying a market need and then profitably producing and marketing a product or service to fill that need. 20 points

The personal entrepreneurial, communications, technological and financial management skills needed to successfully compete. 20 points

Practicing business in an ethical and socially responsible manner that supports the principles of a market economy. 20 points

**How thoroughly did the team's business/operation plan/strategy support the continued improvement and long-term sustainability of their educational programs by facilitating:**

The establishment of an active student membership base and leadership succession plan, which include participation from students that represent a diverse range of disciplines / fields of study. 5 points

Communication to their university administration that encourages their involvement and generates institution wide support of the team. 5 points

Collaboration with their communities' business, education and media leaders. 5 points

Securing the resources necessary (whether through entrepreneurial ventures or solicitations) that provide for sustainable financing of their educational programs and participation in SIFE activities. 5 points