

CoYC 2017 – JURY FEEDBACK

Company name: MEIRA

Country: ICELAND

Summary of the Jury Feedback – Overall Performance:

The jury clearly sees the need for a solution like this. In a world where young people **get so many offers constantly, it's necessary to make them aware of the concept of saving.** During the competition, the team gave a consistent performance, delivering concrete solutions to this problem.

Innovation, Value Creation and Entrepreneurship

Areas of strength:

There's a real problem, and not only in Iceland, that the company solves. Especially the value added in partnerships with companies like Starbucks looks interesting.

Areas of improvement:

The fact that banks could implement this feature as well in their systems, website and app, is seen a thread by the jury.

Product/Service Development and Customer Focus

Areas of strength:

Areas of improvement:

Organised by:



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The jury would like to see the team gathering more feedback from different kinds of users to create a stronger case.

Financial Performance

Areas of strength:

Areas of improvement:

The financials are still very high level. The jury would like to see financials details on how the companies will make money. It might be a good idea to look at other revenue options apart from advertising.

Objective Setting, Planning/Review, and Company Administration

Areas of strength:

The company report was very well structured and the team completes each other perfectly. In a small amount of time, the team did a great job of developing a concept for a new application, this thanks to its structured way of working.

Areas of improvement:

Ability to Demonstrate Achievements in Learning

Areas of strength:

Organised by:



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These young entrepreneurs have gone through an incredible learning experience and clearly got to know what entrepreneurship is like.

Areas of improvement:

Personal message from the judges to the team

The jury would like to thank and congratulate the Meira team for being part of the Company of the Year Competition 2017. We hope you enjoyed the time in Brussels as much as we did and wish you all the best for all upcoming entrepreneurial challenges with your mini-company and beyond!

We are delighted that Meira won this year's Citi Client Focus Awards. As a company they demonstrated real client-led innovation, entrepreneurial skill and embodied the spirit of the JA Company of the Year programme. Meira stood out during the judging and are great examples of the importance of entrepreneurship education, and why as a global bank we support young people to develop entrepreneurial mind-sets through Pathways to Progress. Congratulations Meira! -

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