



**BEYOND  
BORDERS!**

**GEN<sup>2026</sup>E**

**EUROPE'S  
LARGEST  
ENTREPRENEURSHIP  
FESTIVAL**

RIGA, LATVIA  
JULY 7-10



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JA Worldwide



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# THE VIRTUAL GEN-E GUIDELINES FOR JA BUSINESSES

Registration, Stand Creation & Online Awards



# Table of Content

- [Timeline](#)
- [Register your JA Business](#)
- [Stand Content:](#)
  - [Technical information](#)
  - [JA Business Editing](#)
- [Guidelines & Application Process:](#)
  - [Guidelines](#)



# Timeline



**24.FEB – 01.MAY**

**ONLINE AWARDS  
APPLICATIONS**

**23 APRIL**

**GEN-E EXPO  
LAUNCH  
10AM CET**

**02.MAY – 14.MAY**

**PRE-SELECTION**

**20 MAY**

**JURY INTERVIEWS**

**01-05.JUNE**

**PUBLIC  
WINNERS  
ANNOUNCEMENT**

**7-9.JULY**

**ATTENDING  
& SHOWCASING  
IN LATVIA**



**#GEN\_E**



Block your calendar to join the  
**GEN-E VIRTUAL LAUNCH**

**23 APRIL 2025 | 10am CET**

Stay tuned for more updates on what will happen!

*\*online award interviews will still be held on 20 May*





# REGISTER YOUR JA BUSINESS



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# Create Your JA Business Account



Visit the Gen-E Website  
[www.gen-e.eu](http://www.gen-e.eu)

Gen-E Hub/ Login or Login Button for  
Registration

Documentation Section for Technical  
Support & FAQs

GEN 2026 E

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Documentation

Previous Gen-E ▶

Either Or for Access

GEN 2026 E

#Gen\_E

## Europe's Largest Entrepreneurship Festival

Where young entrepreneurs **Learn**

July 7-10, 2026  
Riga, Latvia

Year-round  
Virtual Expo

390,000+ youth · 40+ countries · 1 festival, learning and networking

Discover Gen-E 2026



#GEN\_E



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# Welcome to Gen-E Hub

Choose how you want to access the system:

## Individual Access

For JA Staff, Teachers, Coordinators,  
Mentors, and Volunteers

Access the Gen-E  
management system to  
manage registrations, view  
analytics etc.

Use your personal or work email

## JA Business Team Access

For Youth Teams Managing Their JA  
Business

Create and update information  
about your JA Business and  
virtual expo stand.

Use your JA business email

## Step 1:

### JA Business Team Access

Enter your team's business email address to access your JA Business profile.

Email

Login

## Step 2:

### Register Your JA Business

Create your JA Business profile to participate in Gen-E and set up your virtual expo stand.

**Note:** Use a shared email address for your team (not personal emails). All team members should have access to this email.

Team Business Email

Education Level

Country

Number of team members

## Step 3:

### What to do next:

1. Open your team's email inbox  
Check the email address you just entered
2. Look for an email from Gen-E Admin  
Subject line: "Login to the JA Business Portal"
3. Click the login button in the email  
Or copy and paste the link into your browser
4. You'll be logged in automatically  
No password needed!

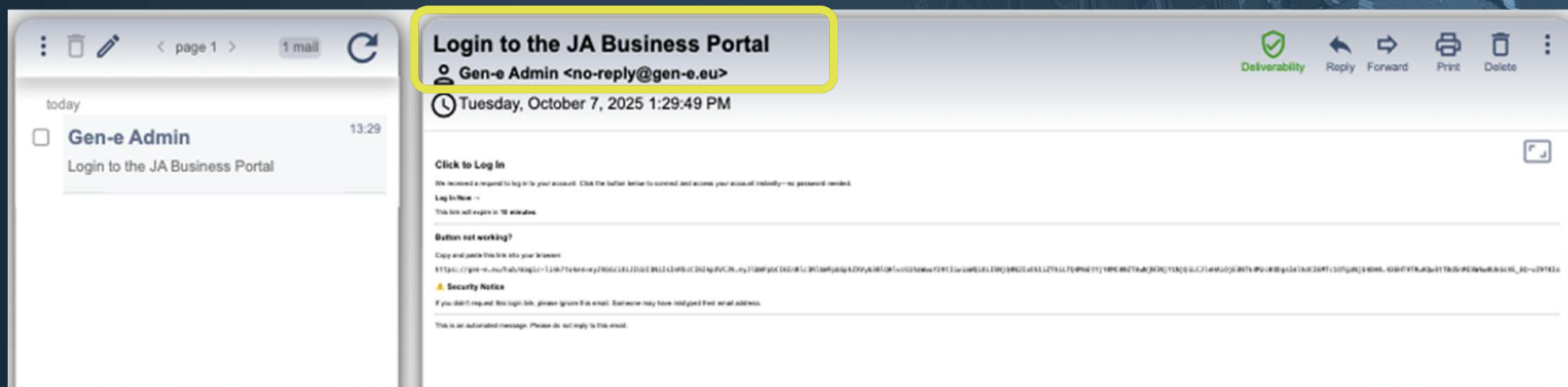
# E-mail Confirmation



Subject Line: Login to the JA Business Portal

From: Gen-E Admin [no-reply@gen-e.eu](mailto:no-reply@gen-e.eu)

Example below:



# STAND CREATION & CONTENT



# The Stands At The Virtual Expo

## **VIDEO-FIRST FORMAT**

YouTube link to video presenting the student business is preferred. Teams with a video content will be showcased first on the Virtual Expo once it is launched.

## **COMPANY LOGO**

1:1 aspect ratio (for example 300x300, 400x 400 etc.) .jpg or .png format.

## **BACKGROUND IMAGE**

Size should be 16:9 aspect ratio ( for example 1280×720, 1920x1080 etc.), .jpg or .png format.

## **TEXT DESCRIPTION/BUSINESS INTRODUCTION**

Short description as a blurb about the student business. This will be made public as part of the virtual expo stand of the JA Student Business . 400 characters recommended (max 1000)

## **REPORT/PRESENTATION**

Documentation in PDF only, presentation is optional but recommended – file size maximum 10Mb.

## **WEBSITE AND SOCIAL MEDIA LINKS**

Minimum 1 link - Facebook, LinkedIn, X (Twitter), Instagram, YouTube.

# Create Your JA Business Profile



## Team Data

Information about your team:

- Email
- Level
- Country
- # of Team Members

## Business Data

Information about your company:

- Name of company
- Sector
- Tags
- Description

## Social Data

- Website URL
- YouTube
- LinkedIn
- X
- Instagram
- Facebook

## Stand

Information about your stand:

- Logo
- Video
- Document Upload
- Video Link

The screenshot shows the 'My JA Business' profile creation interface. The sidebar on the left has 'My JA Business' highlighted with a yellow box and a blue arrow. The main content area has tabs for 'Team Data', 'Business Data', 'Socials Data', 'Stand', and 'Online Awards Applications'. The 'Team Data' tab is active, showing fields for 'Email \*' (rommayaweike-6857@yopmail.com), 'Level \*' (Upper-Secondary), and 'Country \*'. Yellow arrows from the text above point to the 'My JA Business' tab, the 'Business Data' tab, the 'Socials Data' tab, and the 'Stand' tab.

# Apply For Online Awards

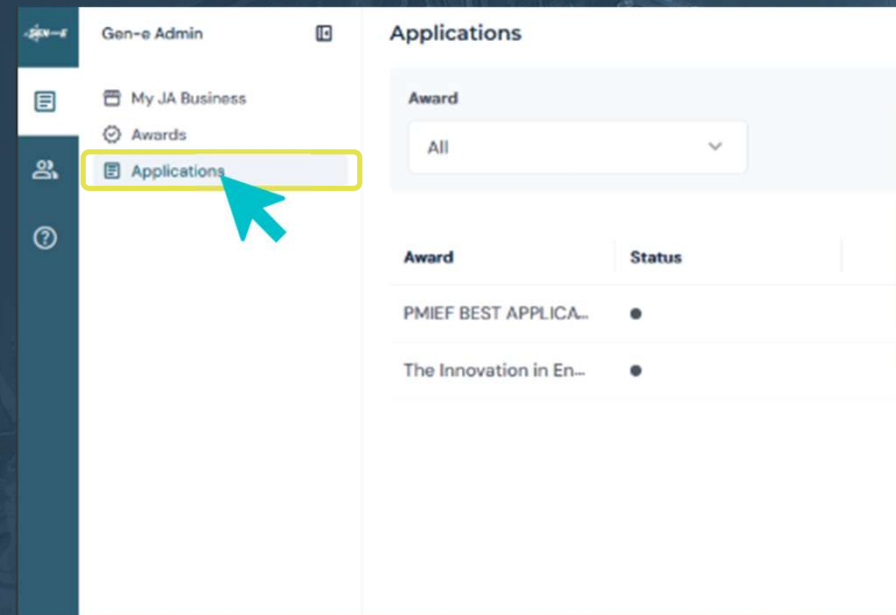
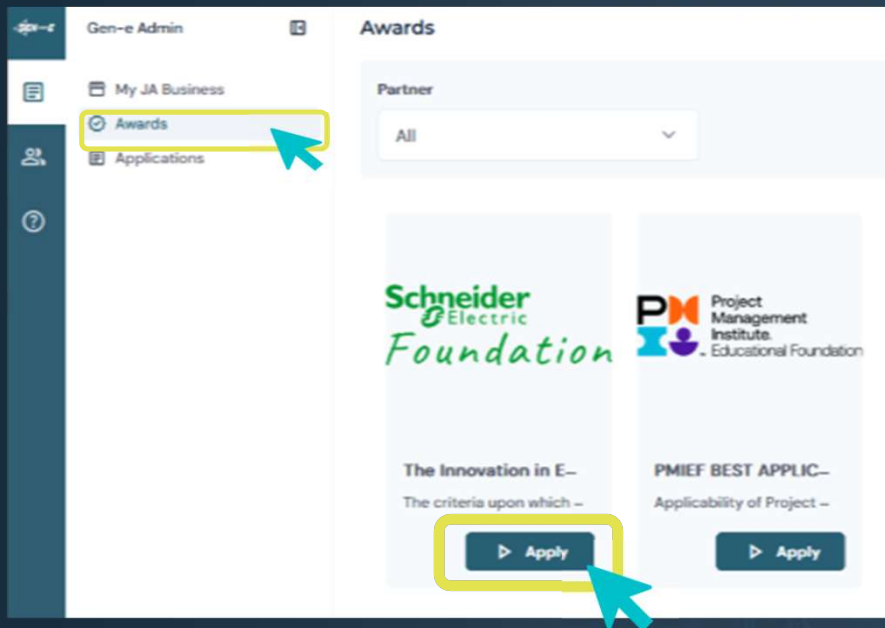


## Awards

View and Apply for Awards

## Applications

Check the status of your application



**DEADLINE 1 May 2026**



# ONLINE AWARDS GUIDELINES & APPLICATION PROCESS



# Guidelines 1/2



## ELIGIBILITY CRITERIA

- Any team who have run a JA mini-company/start-up during the current school year (university or secondary level and any stage of development) is eligible to apply.
- The number of official participants per team is limited to **max. 5 students**.
- Each team can apply for more than one online award.
- Prohibited business activities include adult entertainment, alcohol, tobacco, and weapons.

## SUBMISSION REQUIREMENTS

Application process and submission of materials is done solely through the back-end of the virtual expo

1) As a minimum to apply for an online award a team needs to build a stand with the following elements:

- Level, Country
- Business name, Business Description including of the proposed product/service elaborating on what, why and how
- A logo, a background image, at least 1 social media link
- The Report/Pitch deck is not mandatory; however, it is recommended for teams to provide as much information as possible that demonstrates the quality of the solution proposed.

2) In addition to the stand elements teams will be requested to **submit a motivation statement** aligned with the award criteria they are applying for.

3) Depending on the award, **additional elements might be requested**



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# Guidelines 2/2



## JUDGING PROCESS

All applications will be reviewed. For each award a pre-selection of a minimum of 5 teams will be carried out.

The jury panel for each award, selected by the respective sponsor will interview at least the pre-selected teams. The jury panel reserves the right to visit and interview other teams being considered for the award.

The jury panel will select **one** winner per online award.

## AWARDS

The winners of each online award will win a trip to the Gen-E on site event with coverage\* of a max. of 5 people (including chaperon) per award. In the case the winner is not available to travel the 1st runner up will be offered that opportunity.

\*Coverage will include the Gen-E event fee and flights with a pre-determined budget.

# Goodluck

For any questions please reach out to [event@gen-e.eu](mailto:event@gen-e.eu)  
More FAQs available - [Documentation – Gen-E 2026](#)

