



BIG IDEA COMPETITION 2017

Competition Process

1 - Submitting Your Entry Online

1. Submit your business idea online by going to the website, www.BIGideaSD.com
2. Click on the 'Student Login' at the very top right to create a student login.
 - a. Each entry requires a unique email and password for login. If students are participating as a team, only one student login is needed for the entry. Names of additional team members are added during the application process.
 - b. The primary contact person, as identified in the login and entry process, is responsible for communicating with other team members any information related to the competition.
3. The login feature allows students to save their work and return to work until completed. Visit the 'Student Login' to sign-in anywhere. If students navigate away from their project to visit a different page, they can return to their work by clicking 'My BIG Idea' on the upper right hand corner.
4. After entering their contact information, students should click on the My Project link on right hand side to begin their idea entry.
5. Save Draft – When working on the project, be sure to click 'Save Draft' often! Save Draft button is at the bottom of the My Project page. If you go for an extended time without entering any information, the session may time out. The system allows a 4-hour time period to work on a project before the session signs out. Local school systems may vary.
****NOTE**** There is NO warning before the session times out.
6. Students who may be sharing a computer should NOT work simultaneously on their entries. Only one student can be logged in at a time.
7. Word-limit – Each section has a word limit, and a word counter is shown at the bottom of each section on the website. If text is being **cut/pasted** from another program, the space bar should be pressed after pasting the text to update the word count. The entry cannot be submitted until the text is within the allowable word limit for each section.
8. Students are STRONGLY encouraged to proofread the entry for grammar and comprehension (NOTE: The website itself will not have spell-check functionality unless your web browser has this feature installed.)
9. To compete in the optional Marketing Design competition, students should click on the Marketing Design link on the right hand side to upload the design file.
10. To Submit - Once the BIG Idea written entry is completed (and marketing design files uploaded if applicable), students can scroll to the bottom of the My Project page and click the Continue to Submit button. From here, students can preview and print their entry and make final submission of their project. Once submitted, no changes are allowed.



2- Entering in the Wellness Category

- If your business idea fits in the Wellness Category, please check the Wellness box on the entry form underneath the “Business Name” section.
- Your business concept must promote wellness to be entered in this category. Wellness is defined as a state of being in good physical and mental health.

3 - Submitting Your (Optional) Marketing Design

- For those students who choose to participate in the optional BIG Idea Marketing Design Competition, their marketing piece will need to be uploaded to the appropriate section on the Marketing Design page, BEFORE the written entry is submitted.
- Only .PDF and .JPG file types are supported for uploading.

This is not a standalone competition; students/teams must also compete in the Business Idea Competition. The Marketing design file is submitted with the entire entry as described in Item 10 above.

4 – Final Competition

After the first round of judging is completed, the eight business idea submissions with the highest scores will advance to the final competition. Finalists will be notified by mid November.

- BIG Idea - The 8 competition finalists will be required to make a six minute presentation.
 - 30 seconds – Elevator Pitch
 - Remaining 5 minutes, 30 seconds - Presentation
 - Presentation must include a visual component – PowerPoint, storyboard, handout, demonstration or other visual component of the finalist’s choice
 - Computer, screen and projector will be provided
 - The judging is based on the viability of the business idea and information conveyed during the final presentation.
 - Spectators are not allowed in the room for the final presentation.
 - Media may be present during presentation to capture footage.
 - Elevator pitches and presentations from previous years’ finalists can be seen on the Previous Winners page at www.BIGideaSD.com or on the BIG Idea SD YouTube channel.
- Marketing Design – All marketing design entries will be reviewed by a panel of judges prior to Final Competition. One overall winner will be chosen and notified prior to the Final Competition. The winner will be recognized at the Awards Ceremony.
- Wellness Category– A \$500 prize for the best business entry addressing wellness is sponsored by Sanford Health. The top 10 scoring entries in the category will be submitted to Sanford Health, who will choose the winner. Winner will be notified prior to Final Competition & will be recognized at the Awards Ceremony.

A variety of activities will be available for the finalists throughout the competition. Also a luncheon and program will be held for finalists, teachers and judges.

5 – Awards Ceremony

- Awards Ceremony is open to the public and all schools and students who submitted entries



- to the BIG Idea Competition are invited to the Awards Ceremony. The event will also be live-streamed through Northern State University.
- At the Ceremony finalists will deliver their elevator pitches.
 - The winner of the Marketing Design Competition will be recognized and invited to display their marketing piece and give a brief presentation of how the design piece promotes the business idea.
 - The winner of Wellness Category will be recognized & invited to give a brief description of their idea.
 - Following the student presentations, there will be a panel discussion with successful entrepreneurs.
 - The top three winners of the BIG Idea Competition will be announced and awards presented.
 - Pictures of all finalists will take place after the Ceremony.

The Final Competition and Awards Ceremony will be held on **Thursday, December 7, 2017** on the campus of Northern State University in Aberdeen. More details will be forthcoming.

