

Business Is Great

www.BIGideaSD.com

Tips and Reminders for Advisors

Reminder: As a teacher working with students, please be sure to create your BIG Idea Advisor account. (Accounts from 2017 were carried over to this year.) Create your account at <http://contest.bigideasd.com/advisorlogin>

Here are a few tips for your students for developing their idea:

- 1) When brainstorming business ideas, encourage students to think of solutions to problems in their community, state, nation, or world.
- 2) The activities designed by Jim Hart are helpful in developing an idea. Can be found at www.BIGideaSD.com on the Rules Page: Tips to Create Your Business Idea.
- 3) Encourage students to view the How To Videos on the BIG Idea YouTube Channel.
- 4) Encourage students to use the Resource page to link to statistics and tips for completing their entry.
- 5) Encourage students to talk to business owners (in their industry if possible) to learn more about business operations, industry concerns, and customer characteristics.
- 6) Encourage students to consider what industry their business idea falls under; they will be asked this on the student entry form.
- 7) Make sure students address the questions in each section as specifically as possible and use as many words as allowed.
- 8) The Marketing Design portion of the competition is optional and consists of submitting a full page advertisement for their idea.
- 9) The Marketing Design competition is judged on how well the advertisement promotes and relates to the business, not just on the artwork. Original work is always better than clipart.

- 10) If the business idea fits into a Wellness Category, students should select that category to submit their entry which will be judged by Sanford.
- 11) If the business idea fits into a Food Animal Agriculture Category, students should select that category, which will be judged by Midwest Ag Supply.

Here are a few tips for your students for using the entry website:

- 1) For students working in a group, only one student needs to create an account. The names of the second and third team members will be entered as the student creates the profile for the account.
- 2) If work is cut and pasted into the entry form, be sure to enter a space to activate the word count.
- 3) Plagiarized work will be subject to disqualification from the competition.
- 4) Final submission means NO changes can be made.
- 5) The Marketing Design Competition file must be submitted when the rest of the entry is submitted. It cannot be added after the student has submitted their entry.
- 6) Be sure students use proper grammar and correct spelling; it is worth 100 points!

Here are a few tips for you as the Advisor:

- 1) It is best if you can create your Advisor account before the students create their account, then your name will be available to them when they set up their account and choose their school.
- 2) If you think you have created an account but are having trouble accessing it, use the "Forgot My Password" link or contact Kelly with any other issues at kelly@growsd.org.
- 3) Use your Advisor Dashboard to see that all students have created an account and have selected you as their Advisor. You will not see students if they have created an account but not chosen you as their Advisor in their profile.

4) Use your Advisor Dashboard to track student process. You can see their entry in progress or upon submission from the Projects tab.

5) If any duplicate student accounts or projects have been created, please let us know.

5) Use your Advisor Dashboard to track project submissions. On the Project tab, check to see that all entries have a status of Submitted, not Draft. You can also verify the Marketing Design submissions.

Teacher Awards

Partners In Business Award

We are adding the Partners In Business Award to encourage teachers and students to expand their network. More details will follow, so please watch for upcoming emails.

Makerspace Award

Is your school and/or community interested in exploring the possibility of a makerspace? Creating a place where students and community members have access various tools and resources for them to create and explore new ideas? If so, here's a great way to kickstart the effort! Travis Kiefer, founder of technology company Ease and pivotal in creating the CREATE makerspace in Aberdeen, is offering his expertise to offer this makerspace assessment FREE for one lucky school!

THE FREE CONSULTING INCLUDES:

- Community assessment of what type of makerspace would work with the community
- Identify community stakeholders/champions that would be evangelists in starting a makerspace
- 3 skype consultations with 1 on-site visit depending on distance
- 1 year of makerspace management software starting upon opening of the makerspace
- Final report with a blueprint, timeline, and resources to start a makerspace

TO APPLY IS SIMPLE!

- Email your school name and contact person (name, phone and email) to Kelly Weaver at kelly@growsd.org NO LATER than Thursday, November 30
- Please include Makerspace in the subject line

TIMELINE:

Nov. 30– Deadline to send application email

Dec. 1 – Drawing for winning school name

Dec. 5 – Announce winner at final event

We are just a phone call or email away if you have questions! We're ready to help. You can reach us at kelly@growsd.org or 605-626-2565.