

BIG Idea 2024 Entry Template

The following is the layout of the entry form on the BIG Idea website. Entries must be submitted via the website by October 31.

My Project

Edit Project

If there is any plagiarized information from any website, article or other sources included in your entry, the BIG Idea Committee reserves the right to disqualify you from the competition.

Project name*

Special Awards Category*

Choose one from the drop down list.

Category Definitions

For the purpose of this competition, these categories are defined as:

- **Wellness:** A business that encourages a state of being in good physical and mental health.
- **Agriculture Innovation:** An agriculture business that incorporates innovation, technology and /or leadership into agriculture or agriculture education.
- **Hometown Business:** A hometown business is any brick-and-mortar retail, hospitality, grocery, or trade business.
- **Makers:** A business that creates and builds a physical product, which could include a custom product built one at a time or a product that is made in larger quantities

Industry Classification*

Please select an [industry](#) that best classifies your business.

Is this a business you are currently operating or expect to within the next year?* Y/N

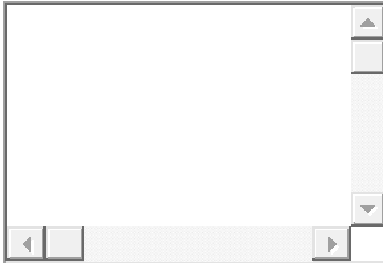
Concept Overview (25 to 75 words)

This summary of your idea should grab the reader's attention. This is an overview and should include important points from the other sections. Questions to answer include:

1. What is your business idea?
2. What is the problem you are solving or need you are satisfying and for whom?

See last year's Finalist Concept Overviews [Click Here](#)

Concept Overview*

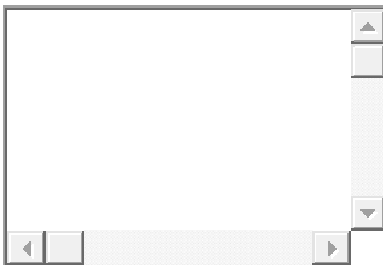


Product or Service (100 to 250 words)

Questions to answer include:

1. What is the product or service?
2. How will the product be produced or the service performed?
3. What are the features and benefits of the product or service and its potential drawbacks?

Product and Service*

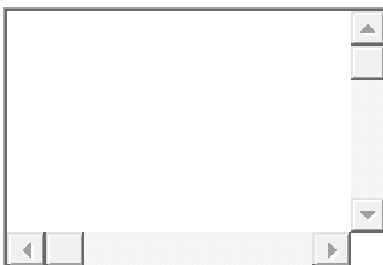


Marketing Opportunity (100 to 250 words)

Questions to answer include:

1. Describe your industry - size, trends, growth, etc. (Industry examples include retail, service, construction, agriculture, etc.)
2. Describe your ideal customer. (location, age, income, education, interests, industry, etc.)
3. What factors will impact how you price your product or service?
4. How will you promote your product or service?

Marketing Opportunity*



Competition (100 to 250 words)

Questions to answer include:

1. Who are your competitors i.e. what other choices do your customers have?
2. Compared to your competition, what is unique about your product or service?
3. Describe the strengths and weaknesses of your business.
4. How easily can others compete with you?

Competition*



Management and Operations (100 to 250 words)

Questions to answer include:

1. Identify the key persons & skills needed to implement your idea.
2. What physical equipment or technology are needed to produce or deliver the product or service?
3. Once established, what will be your biggest ongoing expense? Please explain.

Management and Operations*



Inspiration & Sources

Please share what inspired you to create your BIG Idea entry*

- My idea is original and of my own creation.
- I was inspired to develop my idea based on other products/services/articles/research, etc.

Please identify what inspired your idea and list any specific sources used. For internet sources, please cite the specific URL.*

Elevator Pitch

Your Elevator Pitch Video should include the following:

1. Introduction of student (s) and business names
2. Problem the idea is trying to solve
3. Audience affected by this problem (target market)
4. What solution does your product/service provide?
5. Why should the reader care

The video should meet the following requirements:

1. Time: 30 seconds (min) – 60 seconds (max)
2. Format: One take recording, video cannot be edited.
3. Presentation: Should be engaging, practiced, polished, and professional

RESOURCE LINKS:

[Elevator Pitch Video Information \(pdf\)](#)

[Elevator Pitch How To & Examples Videos \(playlist\)](#)

Round 1 judges will access your elevator pitch video as part of the overall judging of your entry. Include the direct access link to the video below.

Link to Elevator Pitch Video *

Important notice about plagiarism before you submit!

By submitting this application, I agree to not plagiarize any website, article, or other source available to me in creating my BIG Idea entry. I confirm my content is original and has not been plagiarized and does not include assistance from artificial intelligence (AI) unless marked or cited. I have cited sources used as required in the Inspiration and Sources section of this application. I have also included any AI tools used and confirm that I have appropriately edited content provided by these tools. I understand that the BIG Idea Committee reserves the right to review my entry and disqualify me from the competition if plagiarism is found.

I agree*

Save Changes