



## 2022 BIG Idea Entry Template

### Enter your BIG Idea

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.

**Business Name**

### Industry Classification

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

Agriculture Food and Resources

### Special Award Category

Based on the definitions below, please choose a category for which your idea is eligible to be judged (select only one).

Please select

### 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.

### Business Status

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

Yes



No

For each section below, please answer the questions listed.

### **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](#)

You have **75** words left.

### **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?
4. What are the unique aspects of your product or service?



You have **250** words left.

### **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 customers (location, age, income, lifestyle, etc.)
3. What factors will impact how you price your product or service?
4. How will you promote your product or service?

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You have **250** words left.

### **Competition (100 to 250 words):**

Questions to answer include:

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

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You have **250** words left.



## Management and Operations (100 to 250 words):

Questions to answer include:

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

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You have **250** words left.

## Marketing Design

### *Creating your design*

You can use a variety of tools to create your marketing design. Feel free to use Word or Publisher to create your poster or utilize free online sources that make posters easy to create, like Canva. Talk to your teacher about creating a free Canva for Education account which protects your privacy. For more information, click the Sample Marketing Design and Rules button below.

Please ensure that the marketing design file name begins with the business name. For example, the file name for a business called Prairie Hill Lawn Care would be: **PrairieHillLawnCareAd.jpg**.

Before finalizing your design, please review it for the following required elements:

- Headline
- Slogan
- Picture
- Logo
- SubHeadline
- Contact Information
- Description of Sale Pitch
- Call to Action



## [Sample Marketing Designs and Rules](#)

### *About submitting your design*

Please upload one marketing ad file below. Remember that the file needs to contain original content only, must be in jpeg or pdf format, and cannot exceed 2 MB in size.

Please ensure that the marketing design file **name and type are in the proper format**. For example, the file name for a business called Prairie Hill Lawn Care would be: PrairieHillLawnCareAd.jpg.

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Upload Marketing Design (JPG) OR Upload Marketing Design (PDF)

### 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 understand that the BIG Idea Committee reserves the right to review my entry and disqualify me from the competition if plagiarism is found.

Yes