



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.

Please select



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.
- **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

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](#)

How-to video



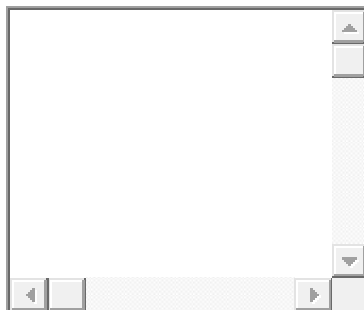
You have **75** words left.

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?

How-to video



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?

How-to video



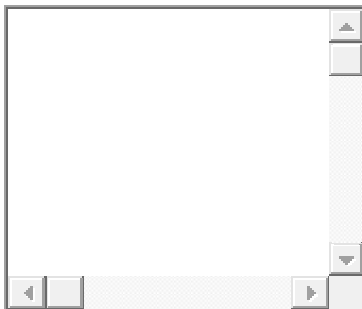
You have **250** words left.

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?

How-to video



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.

How-to video



You have **250** words left.

Your Inspiration

Please share what inspired you to create your BIG Idea entry. Please select the button that applies and provide details as needed in the text box:

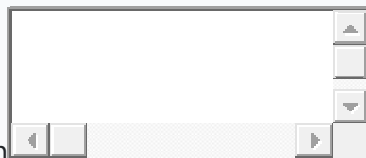


My idea is original and of my own creation.



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.



Your inspiration

Marketing Design

About 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 Guidelines](#)

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.

Make sure to save your file as one of the following: PDF or JPG

To do this, click Save as, then change the Save as type to either PDF or JPG.

How-to video

Upload Marketing Design (JPG)

Drop files here to upload

OR

Upload Marketing Design (PDF)

Drop files here to upload

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 nor includes assistance from artificial intelligence (AI) tools. I have cited sources used as required in the References section of this application. I understand that the BIG Idea Committee reserves the right to review my entry and disqualify me from the competition if plagiarism or artificial intelligence use is found.

☐ Yes