**BIG Idea Entry Template 2021**

This form is meant for preparation purposes only. Please copy your information to the online form found on <https://contest.bigideasd.com/> to submit.

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.

Top of Form

**Industry Classification**

Please select an [industry](https://bigideasd.com/wp-content/uploads/2018/07/CareerClustersPathways.pdf) that best classifies your business.



**Special Award Category**

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



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 in agriculture or agriculture education.

**Business Status**

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

 Yes

 No

**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:

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

See the 2020 Finalist Concept Overviews: [Click here](https://bigideasd.com/wp-content/uploads/2020-Concept-Overview-1.pdf)

**Product or Service (100 to 250 words):**

Questions to answer include:

* What is the product or service?
* How will the product be produced or the service performed?
* What are the features and benefits of the product or service and its potential drawbacks?
* What are the unique aspects of your product or service?

**Marketing Opportunity (100 to 250 words):**

Questions to answer include:

* Describe your industry - size, trends, growth, etc. (Industry examples include retail, service, construction, agriculture, etc.)
* Describe your ideal customers (location, age, income, lifestyle, etc.)
* What factors will impact how you price your product or service?
* How will you promote your product or service?

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

Questions to answer include:

* Who are your competitors?
* What is unique about your product or service? How does it differ from the competition?
* Compare and Contrast the strengths and weaknesses of your business and your competitors.
* How easily can others compete with you?

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

Questions to answer include:

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

**Marketing Design**

*About your design*

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

More details and a sample ad can be found in the [Marketing Design Rules](https://bigideasd.com/wp-content/uploads/RULES-HOW_TO_DEVELOP_YOUR_MARKETING_DESIGN_PIECES-1.pdf) document.

*About uploading*

Please upload **ONE** marketing ad file on the entry page. 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 File, Save as, then change the Save as type to either PDF or JPG.

**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

You will not be able to continue from the project editing page unless the Yes is checked.

Other links to check out:

[Student Check List](https://bigideasd.com/wp-content/uploads/Student-Checklist-2.pdf)

[Sample Project](https://bigideasd.com/wp-content/uploads/2019/07/sample_entry.pdf)

[How-to-Videos](https://www.youtube.com/playlist?list=PLa5FQ4tLWPngkWHRFI6srQDzdLZ_nu6sW)