



BIG Idea Finalists

Instruction Files

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The instructions should be considered the governing rules of the current competition and supersedes any other instructions or guidelines posted elsewhere or employed in previous competitions. The committee reserves the right to make any adjustments has unforeseen circumstances may warrant.

Virtual Finalist Instructions

Out-of-State finalists will be presenting virtually on the morning of **Tuesday, December 5th**. The BIG Idea Final Competition and Awards Event will be held on **Wednesday, December 6, 2023** on the Northern State University campus. A Snow Date is set for Thursday, December 14, 2023.

The finalists' presentation schedule and detailed agenda for the day are included as separate files in your Dropbox.

AWARDS CEREMONY (Livestreamed on our FaceBook @ BIGIDEASD)

- | | |
|--------------|---|
| 1:00 pm | Welcome, Acknowledgements |
| 1:15 pm | Elevator Pitches–Finalists & category winners give elevator pitches
(the recording of your pitch will be played) |
| 1:30-2:15 pm | Business Owner Panel
Dave Vilhauer, SD SportScene
Brianna Kusler, Kusler Clinics
Cam Schock, Climate Control |
| 2:15-2:40 pm | Awards Presentation <ul style="list-style-type: none">• Acknowledgements & Thank You's• Partners in Business Award• Marketing Design Winner Award• Category Winners: Wellness, Agriculture Innovation, and Hometown Business• Out-of-State Awards – 1st, 2nd, 3rd• SD Competition Awards – 1st, 2nd, 3rd |

The following paragraphs explain the requirements for the Final Competition.

- If you are one of the top 8 finalist projects, refer to the **ALL COMPETITORS** section and the **FINALISTS** section.
- If you are a special category winner (Marketing Design, Wellness, Agriculture Innovation or Hometown Business), please refer to the **ALL COMPETITORS** section and the **SPECIAL CATEGORY WINNERS** section.



- If you are one of the top 8 finalist projects and a special category winner, please refer to all three sections.

ALL COMPETITORS:

Each finalist and special category winner will upload an Elevator Pitch to be shown at the Awards Ceremony. All students on the team should participate in the presentation. The Elevator Pitch will be approximately 30 seconds.

The **Elevator Pitch** is a short description of the idea. The elevator pitch was given its name because it represents the short period of time a business owner would have to get a person interested in his idea while taking a short elevator ride. This is not an advertisement, but an explanation of the business opportunity such as a pitch to an investor or other interested party to explain the business concept.

All finalists will be recognized and win cash and scholarship prizes.

- *1st Place*: \$1,000 cash and scholarships
- *2nd Place*: \$500 cash and scholarships
- *3rd Place*: \$250 cash and scholarships
- *4th – 8th Place*: \$100 cash and scholarships
- Special Category Winners – (*Marketing Design, Wellness, Agriculture Innovation, Hometown Business and Makers*): \$500 cash and \$500 scholarships each

Orientation and Awards Ceremony

There will be an Orientation Meeting for all finalists to go over details before the final event. This meeting will be on **November 29th at 11 am (CT) for the out of state finalists and 2pm (CT) for the in state finalists via Zoom**. At the Awards Event, each in-person finalist and special category winner will present their elevator pitch and your recording will be played.

FINALISTS:

Presentation

There is a 20-minute time block for each finalist including time for set up, elevator pitch, presentation, judges' comments/questions and scoring. Attire appropriate for your business is encouraged.

The 8 finalists will give their Elevator Pitch and Presentation to a panel of 4 judges. The pitch and presentation are limited to 6 minutes in total and must include a visual component. It is recommended that the Elevator Pitch be 30 seconds and the Presentation will be the remaining 5 minutes and 30 seconds. The required visual

component could be a slide presentation, storyboard, handout, demonstration, or other visual component of the finalists' choice. Presentations which exceed 6 minutes will receive less than the 100 point allotment per the scoring rubric (below).

The Elevator Pitch and Presentation will be recorded. Attendance during your presentation will be limited to the presenting finalist(s) and the judges.

Connection Timeframe & Presentation Files

Students will connect via a Zoom meeting to present their business idea to the judges. This will require a working microphone and video camera so the judges can see you. Students will be asked to be asked to join the meeting at least 20 minutes prior to their scheduled time (see separate schedule). Each team will have a separate virtual breakout room where they can prepare, practice and visit with their mentor. The room will also be available after their presentation for further discussion and debriefing.

Any computer files needed for the presentation are to be emailed to kelly@growsd.org or uploaded to your BIG Idea Dropbox folder in advance. Files should be emailed by **Friday, December 1st**. On the day of the final competition presentation, these files should be ready to be screen shared before your judging timeslot. We will do a screen share test before you go into the judges' breakout room in Zoom.

Final Competition Judging Criteria

A maximum of 1000 points can be awarded in the final round with 5 different sections. **New this year**, scores from the first round will not carry over to the final competition. Only scores from the final round will be used to determine the finalist placings. The Round 2 Rubric, including more details for each section, can be found at the BIG Idea website.

Presentation Time: (100 pts)

Full points will be awarded if you are within the 6 minutes; deductions will begin after that. If the presentation exceeds 7 minutes, the presentation will be ended and no points will be awarded under this section.

Elevator Pitch: (100 pts)

The judges will evaluate the elevator pitch on how well it communicates the following: a clear explanation of the idea, any benefits/values of the idea, customers and market need, growth potential and if the pitch entices the audience to want more information.

Compelling Case the Idea has Merit: (500 pts)

Students' BIG Ideas will be evaluated based on how well they communicate:

- Product or Service

- Market Opportunity
- Competition
- Management and Operation
- Financial Information

At the minimum, discuss start-up costs of your business and projected revenues and expenses. If you wish to provide more details, use the format provided in the Financial Worksheet file.

Style of the Presentation: (200 pts)

Items to help with your presentation:

- Presentation tips, discussed later, will give you some wonderful help with making sure you are ready for your presentation on final event day.
- Your mentor can also be a source of assistance with your presentation.

Viability of the Idea: (100 pts)

Points will be awarded based on if the idea could be an ongoing business.

SPECIAL CATEGORY WINNERS:

Marketing Design Competition

The winner of the Marketing Design competition will be given an opportunity to explain the concept behind their ad design and present an elevator pitch for their idea. The winner will be presented the award during the Awards Presentation.

Wellness, Agriculture Innovation, Hometown Business, and Makers Categories

The winner of each category will be given an opportunity to explain their concept by presenting an elevator pitch for their idea. The winners will be presented their awards during the Awards Presentation.

Final Event Student Checklist

- RETURN FINAL EVENT FORMS (Due Wednesday, November 29)**
 - Final Competition Form (one per team) & Media Releases (one per student)

- **ATTEND FINAL EVENT ORIENTATION MEETING Out of State (Wednesday, Nov 29 at 11 AM CT, In State 2PM CT) – [Zoom Link \(out of state\)](#) [Zoom Link \(in state\)](#)**
- **CREATE and RECORD AN ELEVATOR PITCH**
 - Should be around 30 seconds long
 - This is not an advertisement
 - Needs to give the listener a good summary of what your concept is
 - Upload in Dropbox by **November 30th**.

- **CREATE PRESENTATION and SEND YOUR VISUAL AID (Friday, December 1)**
 - Review Final Competition (Round 2) Judging Rubric
 - Prepare your attire and time your presentation (no longer than 6 minutes)
 - You will start with your 30 second elevator pitch and move onto your presentation
 - Email computer files and other handouts needed for presentation

- **LIVESTREAM**
 - Tell your classmates, family, and friends about the Final Competition Awards Ceremony and Hub City Cup Show presentations.
Public viewing links are:
 - [9 AM – Hub City Cup Show \(Honorable Mention presentations\):](#)
<https://www.facebook.com/1MCAberdeenSD/>
 - 1 PM – BIG Idea Awards Ceremony:
<https://www.facebook.com/BIGIdeaSD>

FINAL EVENT DEADLINES

November 16-30	Prepare your presentation
Wednesday, November 30	Final Event Orientation Meeting via Zoom (11 am CT Out of State) (2 pm CT in State)
Wednesday, November 29	Upload recorded elevator pitch into Dropbox
Wednesday, November 29	Return All Competition and Media Release Forms
Friday, December 1	Email computer files for presentation

Tuesday, December 6
(9AM – 12PM)

Virtual Presentation for Out-of-State Finalists
Join the Zoom 20 minutes prior to your designated judging time.

Wednesday, December 7

In-Person Final Event
Hub City Cup Show for Honorable Mention @ 9AM
Awards Ceremony @ 1PM

2022 BIG Idea Business Owner Panel



Dave Vilhauer
Sportscene, Aberdeen, South Dakota

Dave Vilhauer is in his 43rd year as a member of the media. He worked at the Aberdeen American News for nearly 36 years. He began writing game stories for the paper as a junior in high school and later served as assistant sports editor. He joined Hub City Radio in the summer of 2016 where he served as the News and Sports Information Director. In 2021 he created a sports website called SD SportScene, which covers more than 30 high schools, Northern

State, Presentation College, Aberdeen Wings, Aberdeen Cougars, Aberdeen Smittys, Aberdeen Swim Club with game stories, feature articles and complete box scores.

He has conducted exclusive one-on-one interviews with numerous national sports figures including Michael Jordan, Richard Petty, Kirby Puckett, Bill Self, and John Wooden.

He was selected the South Dakota Sportswriter of the Year by the

South Dakota High School Coaches Association in 2002, and by the National Sportscasters and Sportswriters Association in 2008. He was selected for Press Coverage of the Year by the South Dakota Wrestling Coaches Association in 1993, 1997, 1998 and 2022. He received the Distinguished Service Award from the South Dakota High School Activities Association in 2013. He also won an Eric Sevareid Award of Merit for one of his radio shows selected by the Midwest Broadcast Journalists Association.



Brianna Kusler Kusler Clinics, Pierre, South Dakota

Brianna Kusler, an Aberdeen native, graduated from Aberdeen Central in 2016, and Northern State University in 2020 with a B.S. in Human Performance and Fitness with Business and Coaching minors. A multi-sport athlete in high school, she played volleyball, basketball, and ran track. Brianna was named 2015 Miss Volleyball, 2015 AVCA All-American, 2016 Miss Basketball, 2016 Gatorade Player of the Year, and the 2016 South Dakota Female Athlete of the Year. Following her preps career, she played four years of basketball for the NSU Wolves. Brianna finished her career with multiple All-Conference honors and played in Brazil for Team USA DII team. Throughout her time at Northern, she was active as President of the Student Athlete Advisory Committee and President of Honors' Entrepreneurs. Between the summer of her freshman and sophomore year of college, Brianna began Kusler Clinics desiring to provide athletes with a unique opportunity to reach their potential. Kusler Clinics has evolved to provide sports developmental training across the central and south central parts of South Dakota in volleyball, basketball, and football. They provide opportunities for grades PreK - 12th grade in volleyball, basketball, and football; offering camps, leagues, club volleyball (KKVC), and youth tournaments. Brianna was fortunate to have played for an outstanding line of successful coaches, which ultimately sparked her passion for giving back to the athletics that gave her so much. She is joined by an extremely talented team that takes pride in offering the best training available. Together, they are committed to building better athletes and building better people. Brianna oversees player development in volleyball, basketball, and performance training and is the director and coach for KKVC. This past club volleyball season she coached two teams to a top-5 finish at the AAU National Championships with her 17U team finishing runner-up and 16U team finishing 5th place. Currently, Brianna resides in Pierre, SD, and is the head boys basketball coach for the Pierre Governors.



Cam Schock Climate Control, Aberdeen, South Dakota

Cam Schock is the president and co-owner of Climate Control, Inc. along with his wife Amy in Aberdeen, SD. He was exposed to the contracting industry while still in high school by his father who owned a plumbing and heating business. He attended University of Wyoming for two years studying Mechanical Engineering and then entered the work force to start his career. Cam has worked in the HVAC industry continuously doing everything from system installations, wholesale sales, and design work at an engineering firm. Climate Control began in 2000 to accomplish a dream of being a business owner starting from scratch. It has grown into team of 18 people that are driven to provide a premier home service experience for clients in the Aberdeen area.



Elevator Pitch

In the BIG Idea Final Competition, finalists will present their elevator pitch first and then launch into their presentation. The elevator pitch should be 30-60 seconds and will be worth 100 points. The pitch is also shown at the Award Ceremony.

The concept of a pitch, that brief summary to hook someone's interest and keep the conversation going, is also very important in the world of business and networking. The elevator pitch was given its name because it represents the short period of time a business owner would have to get a person interested in his idea while riding in an elevator with him. This is not an advertisement, but an explanation of the business opportunity.

Here are some tips for putting together an effective elevator pitch.

1. Find a good hook.

Grab your audience's attention with a compelling hook. Make it funny, compelling, shocking –whatever genre, just be sure there's a clear tie-in and transition to what your company's doing.

2. Define the problem.

The most important thing is to identify a problem that is worth solving. If your product or service doesn't solve a problem that potential customers have, you don't have a viable business. Simple as that. Here are a few examples of problem statements that could be highlighted in a pitch:

“Transferring photos from mobile phones is a difficult and complex process.”

“There are no good Chinese restaurants in our community.”

3. Describe your solution.

Once you have clearly defined the problem you are solving, you need to explain your

solution. A clear problem statement will help you focus your solution on solving that one problem, and not stretch the solution to solve multiple potential problems.

4. Know your target market.

As you define the problem you are solving, you should naturally be thinking about the potential customers who have this problem. You will define exactly who has the problem you are solving and figure out how many potential customers you will be trying to sell to. It's always tempting to define a target market that's as large as possible, but that does not make for a credible pitch. For example, if you have a new shoe company, it would be tempting to say that your target market is "everyone." After all, everyone has feet and everyone needs shoes, don't they? But, realistically, your new shoe company is probably targeting a specific group of people, such as athletes. Within this group of athletes, you might segment the market into additional groups such as runners, walkers, hikers, and so on.

5. Practice. Lots of practice.

Your pitch is just like any other presentation -- you have to be prepared. Lots of practice will make sure you're comfortable and relaxed when you finally pitch. And you'll make sure you can fit in all your most important, curiosity-sparking details within the allotted time.

Elevator Pitch Examples

Elevator pitches from last year's finalists can be seen on the BIG Idea website under the Past Winners section. The links below are elevator pitches from past South Dakota Giant Vision Competition entries which are examples of an effective pitch.

- Christian Widener (VRC) and John Berdohl (EQUINOX) – https://www.youtube.com/watch?v=2zFj1E1fMhl&list=PLJ3pj09_dAZJGa1BEw8KWfvggKzadc8Jo&index=2
- Alexander Thomason (Braced with Style) and Aaron Zaug (Skin Bait) - https://www.youtube.com/watch?v=u0TekPbh-4&list=PLJ3pj09_dAZJGa1BEw8KWfvggKzadc8Jo&index=3

Presentation Tips

1. Do your homework. Nobody can give a good presentation without putting in some serious time preparing remarks.
2. Practice, Practice, Practice. Practicing your presentation in front of a mirror, friend, parent, and teacher is also helpful because it gives you hints on how to improve your posture, body language and gestures.

3. Look presentable. Dress the part. No need to wear a suit, but it's hard for people to take a presentation seriously when you look like someone who just rolled out of bed. Dress in a style that is appropriate for the business you are presenting.
 4. Talk; don't read. Nobody enjoys seeing a speaker burying his or her face in a script, reading stiffly from a piece of paper. Try to talk from notes only looking down at them occasionally. It's less important that you capture the text word for word than that you present the main ideas in a natural and relaxed way.
 5. Take it slow. The single biggest mistake inexperienced speakers make is going too fast. Remember that your audience is hearing the material for the first time and isn't nearly as familiar with the topic as you are.
1. Appear relaxed. Take short breaks from time to time, and think pleasant thoughts. No one enjoys speakers who are trembling and sweating bullets.
 2. Consider Your Audience. One of the most important things to remember about public speaking is that you're speaking to an audience. The audience could be potential investors, customers, or partners of your business.
 3. Show your Passion and Connect with your Audience. Be enthusiastic and honest, and the audience will respond.
 4. Smile and Make Eye Contact with your Audience If you smile and make eye contact, you are building rapport, which helps the audience to connect with you and your subject. It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people.
 5. Remember the Rule for Slideshows Contain no more than 10 slides and use a font size of no less than 30 point. As a general rule, slides should be the sideshow to you, the presenter. A good set of slides should be no use without the presenter, and they should definitely contain less, rather than more, information, expressed simply.

*For more help... View presentations of previous years' finalists' page at bigideasd.com

Zoom Best Practices for BIG Idea Final Event

There will be a Finalist Orientation Meeting which, in part, will give you a chance for a test connection prior to the Final Event day. You can also set up a test meeting from wherever you intend to sit during your presentation prior to the event, preferably around the same time as your presentation to check lighting conditions. Use any test meeting to determine the following things are set up and working so you don't need to address them while you are trying to give a

presentation. If you have multiple presenters, consider how each of these areas will be affected by the involvement and movement of multiple people.

- **Check for reliable internet connection**

- A wired (Ethernet) connection is suggested as it is more reliable than a wireless connection (Wi-Fi).
- You may need to use an Ethernet to USB adapter (if your computer does not have an Ethernet port built in).
- Minimum bandwidth is 1.0 Mbps (up/down).
- Recommended bandwidth is 3.0 Mbps (up/down) or higher.
- You can check your internet upload and download speed at <https://speedtest.net>.
- For more information, please see [Zoom System Requirements](#).

- **Camera viewing angle and background**

- Sit facing directly into the camera, not at an angle.
- Position yourself in the center of the screen-filling most of the vertical space.
- Ensure that whatever background can be seen is what you want people to see.
- Virtual backgrounds can slow down your computer, especially if sharing content.

- **Lighting**

- Make sure your whole face is well lit but not “blown out” by too much light.
 - Having a lighting source behind the camera can make all the difference. E.g. lamp, window, or ring light. Please see [Zoom Lighting Tips](#).
- Having a light above and slightly behind can help distinguish you from the background and help maintain a 3D look,
 - However, lights that are too bright can blow out the camera or cause a halo effect. Use your best judgment.

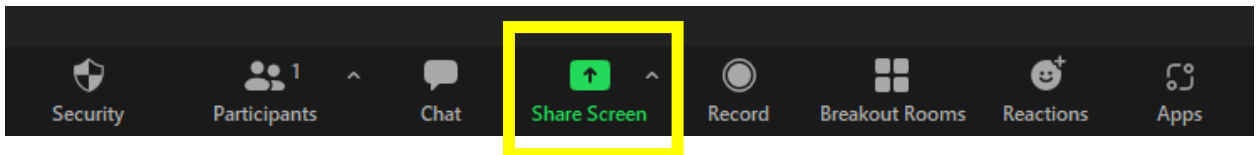
- **Audio**

- Test your microphone and speakers to ensure that you can hear others and others can hear you clearly,
 - For more information, please see [Zoom Audio Support](#).
- Be aware of your surroundings. Background conversations or dogs barking can be very distracting. Also be sure to silence any devices in the room.
- By default, Zoom tries to filter out background noises and compress audio. Check to see if these settings cause glitchy or muffled audio when speaking as you normally would during a presentation. (Test with all the energy of the real deal.)
 - To enable the original sound option, which does not filter background noise or compress audio, please see [Zoom Enable Original Sound Option](#).

- Once enabled, you can find the option to “Turn on Original Sound” in the top left corner during the meeting. When the button turns blue, Original Sound is on. This may help improve your audio.
- For optimum audio quality, you may want to consider a USB microphone or a headset / microphone combination.
- If you experience any echoing, we would strongly suggest using a headset.

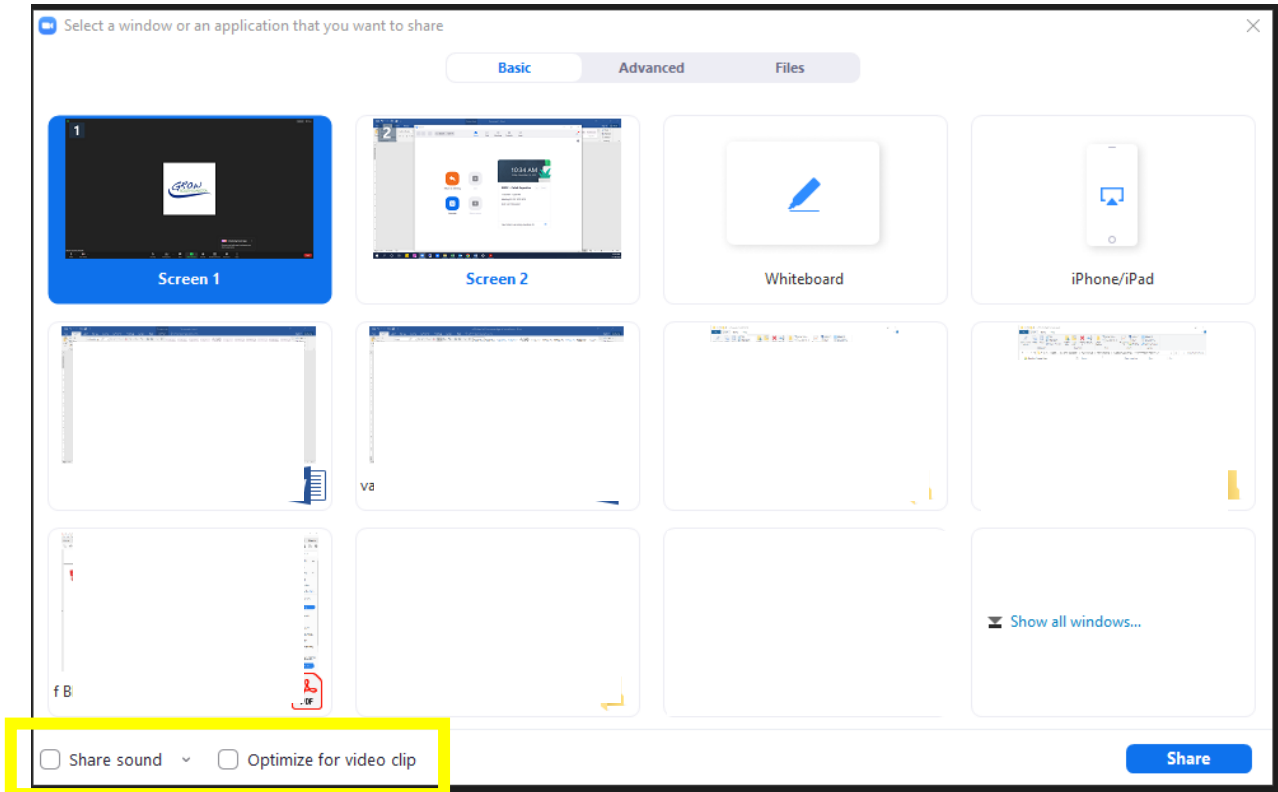
- **Rename yourself**
 - Once in the meeting, open the Participants menu (from the bottom menu).
 - Hover over your name, click **More**, then select **Rename**. Enter your new name.

- **Screen sharing**
 - Make sure you know how to share your screen or PowerPoint presentation. You may also use the Whiteboard option.



- If you will be sharing audio or video, select “Share computer sound”.

- If you will be sharing video, also select “Optimize Screen Share for Video Clip”.




- For more information, please see [Zoom Screen Sharing](#).

- **Enter your meeting early**

- Each meeting will have a technical host available to answer questions and help moderate throughout. More details are provided about the meeting structure and schedule in the Finalist Instructions and Orientation Meeting.

Financial Worksheet Templates

Business Financial Worksheets for BIG Idea Competition	
<p>If you choose to provide additional financial details during your presentation, please use these worksheets 3 & 4.</p>	
<p>This workbook includes the following worksheets:</p>	
1	This Instructions Page
2	Business Costs Description
3	Start-up Funding Worksheet
4	Income and Expense Worksheet



- This can be found as a separate document in your Dropbox

Other Documents in Dropbox:

- Finalist Form
- Student Media Release Form
- Financial Worksheet Templates
- Judges' Comments from Round 1
- Final Event Agenda
- Finalist Presentation Schedule
- Event Links