



# 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.



## **BIG Idea Finalists Instructions**

**The BIG Idea Final Competition and Awards Event will be held on Wednesday, December 7, 2022 on the Northern State University campus in the Johnson Fine Arts Center. A Snow Date is set for Thursday, December 15, 2022. The finalists' presentation schedule and detailed agenda for the day are included as separate files in your Dropbox.**

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 present an Elevator Pitch 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.

- *1<sup>st</sup> Place:* \$1,000 cash and \$8,000 scholarships
- *2<sup>nd</sup> Place:* \$500 cash and \$4,000 scholarships
- *3<sup>rd</sup> Place:* \$250 cash and \$3,500 scholarships
- *4<sup>th</sup> – 8<sup>th</sup> Place:* \$100 cash and \$3,000 scholarships
- *Special Category Winners – (Marketing Design, Wellness, Agriculture Innovation and Hometown Business):* \$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 30th at 10 am (CT) via Zoom**. On site, at the Final Event, students will also be given a short orientation to review the schedule for the afternoon and familiarize them with the microphone and any other relevant technology. Students will be assigned a specific orientation time in the morning. At the Awards Event, each finalist and special category winner will present their elevator pitch.

## **Student Questions for Speakers**

Each year, business owners are brought in as keynote speakers or business panel members to share their experiences and knowledge with students. In an effort to encourage student participation with our guests, we are asking each student/team to prepare three questions for the speakers.

We have included a bio of this year's speakers to give students some background to craft *specific* questions. Some examples: Where is the next market for their product? Who do you consider your target customer? What challenges did you face when working through distribution channels, financing, staffing, etc? How do they deal with competition? What is a challenge they faced and how did they overcome it?

**Please bring three recipe cards with your questions clearly printed on them and turn them in when you check in.** We will also have blank cards available at the event. Students can either hand in their questions to a moderator or ask them directly.

## **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).



Presentation rooms will be equipped with a screen, a computer and a projector. The Elevator Pitch and Presentation will be videotaped. Attendance at the presentation will be limited to the presenting finalist(s), mentor, teacher, and the judges.

Any computer files needed for the presentation are to be emailed to [kelly@growsd.org](mailto:kelly@growsd.org) in advance. Files should be emailed by **Friday, December 2** and should be in a format compatible to: Microsoft Office 365 programs (Excel, Word, PowerPoint, etc.).

## 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.

### **Mentor Discussion**

Students will be paired with a business mentor before the competition; the mentor is invited to be present on the day of the competition as well. Your mentor will be contacting you prior to the final event. Please respond to them in a timely fashion. The purpose of the mentor is to be a resource for the student to further explore the possibilities of their idea, answers questions about your presentation and the final event or provide other guidance as relevant. The mentor will be invited to sit in on the presentation to the judges and be available for further interaction following the presentation. Students should consider what questions they would like to ask the mentor prior to initial contact and during the follow-up conversation at the competition. Please refer to Mentorship Value information included. You will receive a separate form with your Mentor's contact information.

### **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 and Hometown Business 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 30)**
  - Final Competition Form (one per team) & Media Releases (one per student)
  - Partners in Business Award (teacher)
  
- ATTEND FINAL EVENT ORIENTATION MEETING (Wednesday, November 30 at 10 am CT)**
  - <https://us06web.zoom.us/j/83691601539?pwd=MDNqRE5nVUI3L3RhUUh1UER2UG91Zz09>
  
- QUESTIONS FOR THE SPEAKERS**
  - Review bios
  - Prepare at least 3 questions to ask the speaker(s)
  - Write your questions on separate note cards and turn them in when you check in
  
- CREATE 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
  
- CREATE PRESENTATION and SEND YOUR VISUAL AID (Friday, December 2)**
  - 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
  
- CONNECT WITH MENTOR**
  - Prepare questions and connect prior to final event; reach out to Kelly if you have not been contacted by 11/28/22
  - Connect at the event before/after your 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 18-30** Connect with mentors & prepare your presentation
- Wednesday, November 30** Partners in Business Entry Form (Teachers)
- Wednesday, November 30** Return All Competition and Media Release Forms
- Wednesday, November 30** Final Event Orientation Meeting via Zoom (10 am CT)
- Friday, December 2** Email computer files for presentation
- Tuesday, December 6** Virtual Presentations by Out-of-State Finalists
- Wednesday, December 7** Arrive on NSU Campus at least 30 minutes before your scheduled presentation time and bring your questions for the speakers

## **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.



## Mentorship Value

The BIG Idea Competition offers a mentoring experience to their finalists each year. The information below outlines the value of the BIG Idea mentors.

### Value of BIG Idea Mentorship

Your mentor will be your key contact to provide knowledge, wisdom, experience, and insight. The best mentor must be available to provide the ears to listen and offer strategies to not only overcome obstacles but to excel at them. A mentor will see the potential of your idea when you



may not see the potential yourself. Our mentors through the BIG Idea Competition are going to be able to provide you some of the following guidance.

1. Unanticipated Questions

Do you come to the final competition and feel nervous or unprepared for questions the judges may ask you? Our BIG Idea mentors will be able to provide you an insight into some of the unanticipated questions you may not have been prepared for.

2. Build Your Network

No person has all of the answers, including the mentors that you will talk to. Throughout your education and career paths you need different guidance and advice. Regardless of which industry your idea is in, there is great value in having a mentor, or more than one, to bounce ideas off of. A network is a supportive system of sharing information and services among individuals and groups having a common interest. It is never too early, or too late, to start building your network. As young entrepreneurs it is important to carry your network with you through ideas and possibly different career paths in the future.

3. Presentation Skills

Are you nervous or unsure about your ability to get up in front of judges and talk? Our BIG Idea mentors will help ease some of that nervousness by running through the presentation with you beforehand. They will provide strategies or suggestions to help make your presentation stronger.

4. Making Your Idea a Reality

Your mentor will be there to help you take your business idea and apply the idea to some real life scenarios. It is one thing to come up with the idea and to see it through during the competition, but implementation is the key to start-up success. Your mentor can help you think through this process.

5. Career

You may be fully engaged in planning a career path for your future or you may have just started thinking about it. Your mentor will be able to discuss questions about higher levels of education or even questions that pertain to choosing a career path.

## **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 presented 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=2zFj1E1fMhI&list=PLJ3pj09\\_dAZJGa1BEw8KWfvggKzadc8Jo&index=2](https://www.youtube.com/watch?v=2zFj1E1fMhI&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](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.
6. Appear relaxed. Take short breaks from time to time, and think pleasant thoughts. No one enjoys speakers who are trembling and sweating bullets.
7. 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.
8. Show your Passion and Connect with your Audience. Be enthusiastic and honest, and the audience will respond.




9. 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.
  
10. 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](http://bigideasd.com)

## Financial Worksheet Templates

Business Financial Worksheets for BIG Idea Competition	
<b>If you choose to provide additional financial details during your presentation, please use these worksheets 3 &amp; 4.</b>	
This workbook includes the following worksheets:	
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
- Partners in Business Form (for Teachers)
- Financial Worksheet Templates
- Judges' Comments from Round 1
- Mentor Assignment
- NSU Map
- Final Event Agenda
- Finalist Presentation Schedule
- Event Links