

BIG Idea Mentor Contact Information

Finalist Information

Presentation Time: 10:50 AM

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| BIG Idea Business Name: Twine Guard | School: Bowdle High School |
| Name: Gage Kaiser | Grade: 10 |
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| Teacher's Name: Jackie Kessler | |

Mentor

Name: David Sandvig

Company: Dacotah Bank

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Mentor's Job Title: Senior Vice President Chief Strategy Officer

Company Description: Dacotah Bank is uniquely nimble as a state-chartered bank that provides banking, insurance, mortgage, and trust and wealth management services to customers who enjoy existing financial relationships with us. Headquartered in Aberdeen, Dacotah Bank has locations in South Dakota, North Dakota, and Minnesota.

David has been with Dacotah bank for over 7 years. Prior to that he ran his own strategic marketing business and held several marketing and communications positions in a variety of industries. David graduated from St. Cloud State University with a Bachelor's degree in Mass Communication/Media Studies and Graphic Design.

Company website: www.dacotahbank.com

Entry: Twine guard

ID: 122

Concept Overview

Twine guard is a new invention that will help frustrated farmers everywhere. It is an invention to make cutting twine off of a processor easier. It is easy access and very easy to attach. All you need to do is attach the guard to your grinder and the guard makes it so the twine simply can not wrap around your blade. In the past it was always a hassle but now there is twine guard.

Product & Service

Twine guard is easy accessible and also affordable. Rather than trying to cut twine off your hay processor with a handheld grinder and having to stop to unwrap twine every second, all you need to do is attach our lightweight attachment to keep the twine out and your job easy. It is a lightweight but heavy duty attachment that has an opening for your grinder but keeps the twine out. This product will be helpful to anyone in the feeding industry who uses hay processors. They know well how much of a pain it is to try and get the twine off of your equipment. This will make the job so much easier.

Marketing Opportunity

My product is in the ag industry which is growing and stable due to new farmers and ranchers. It is also in the innovations in farming and ranching. My product is a one of a kind, so it does not have much competition. There is a big market in people who run hay processors because of the maintenance to keep them running at the machines best. One of the alternates of my product is just a standard knife or cutter. My product makes things easier on the person because it is less of a physical toll than cutting with a knife and it saves time also.

Competition

The big competition for the twine guard is just a basic knife or anything to cut with. The best thing is that the twine guard is a one of a kind product so there is not much competition that is just like it. It makes the job so much easier. It is very time efficient. It turns a 2 hour job into a 15 minute job. The main thing that our competitors have is that they are everyday things that people have. If people want to save time they will be able to get the job done in about 15 minutes for just a small price .

Management & Operation

For the twine guard management we will need a crew of maybe 10 to 15 people. They will have to have some kind of an agricultural background or manufacturing. The tools we will need are going to need are electric saws and work benches. We can make our product in a shop. We can use technology to make sure every one of our products is precisely like the last one so there is no room for error. When we have our business established the biggest expenses will be the sheets of metal that we will use to make our product. One other small expense would be packing and shipping.

Inspiration

Source: original

Details: My inspiration for the twine guard is watching my grandpa working on cleaning our processor and him looking for an easier solution.

Elevator Pitch

Link: <https://www.youtube.com/shorts/PiyRg1c4XCo>