



BIG Idea Competition **Judging Guidelines**

Judging the Submitted Idea

The first round of judging will consist of a panel of judges from the entrepreneurial community, which may include successful entrepreneurs, business professionals, professors and university entrepreneurship students. Each entry is rated by 3 different judges and those scores will be averaged to determine the final Round 1 score. There is a **maximum of 500 points that will be awarded in the first round.**

Round 1 judging is used to determine the Round 2 finalists. The eight top scoring ideas will be the finalists who advance to the final competition. Round 1 scores will not carry forward. Those entries that score within 10% of the finalists' scores will be designated as Honorable Mention.

Every BIG Idea submission will be judged on the following criteria:

- **Concept Overview** (50 points)
- **Product or Service** (100 points)
- **Market Opportunity** (100 points)
- **Competition** (100 points)
- **Management and Operation** (75 points)
- **Creativity and Innovation** (25 points)
- **Quality of Written Communication** (50 points)

Judging the Final Competition Presentations

In the final round, one panel of judges will evaluate all eight finalists' presentations. The judging will be based on the following criteria:

- Presentation Time (100 Points)**
- Elevator Pitch (100 points)**
- Compelling case that the Idea has merit (500 points)**
- Style of the Presentation (200 points)**
- Viability of the Idea (100 points)**

The full judging rubric for Round 1 and 2 can be found at www.BIGideaSD.com on the [Rules Page](#).

A maximum of 1000 points will be awarded in the final round. The Round 2 scoring results will determine the finish order of the finalists.



All finalists will be recognized and the top three entries will be awarded cash prizes of \$1,000 for first, \$500 for second, \$250 for third and \$100 for remaining finalists. Scholarships will also be awarded by Northern State University, Presentation College, and South Dakota School of Mines & Technology.

Judging the Marketing Design Piece

All students that choose to participate in this phase of the competition will be judged on the marketing design piece and how effectively it promotes the business idea. The required element of the Marketing Design Competition is a full page advertisement which includes a company logo. The Marketing Design Competition entries are scored on a 400 point scale with one winner chosen. For the judging criteria, please view the Marketing Design Rubric located on the rules page at www.BIGideaSD.com.

The winning prize is \$500 cash and a \$500 scholarship to Northern State University and will be awarded at the Final Event.

Judging the Wellness Category

To enter this category, your business concept must promote wellness. Wellness is defined as a state of being in good physical and mental health. The top 10 scoring wellness entries from Round 1 will be submitted to Sanford Health, who will determine the winner. The winning prize is \$500 cash and a \$500 scholarship to Northern State University and will be awarded at the Final Event.

Judging the Agriculture Innovation Category

To enter this category, your business concept must promote Agriculture Innovation. Agriculture Innovation is defined as an agriculture business that incorporates innovation, technology and/or leadership into agriculture or agriculture education. The top 10 scoring entries will be submitted to South Dakota Agriculture Foundation, who will determine the winner. The winning prize is \$500 cash and a \$500 scholarship to Northern State University, which will be awarded at the Final Event.

Judging the Hometown Business Category

To enter this category, students' business concept must promote small town business. The Hometown Business Category must be a brick-and-mortar retail, hospitality, grocery, or trade business. The business should also have an online presence but needs to have a physical storefront component, not online only. The category will also be judged based on if the business idea would be suitable in a community with a smaller population. Students must check the hometown business category box in the entry form under the business name section to be submitted into this category. The top 10 scoring entries will be submitted to a panel of retailers, who will determine the winner of this category. The winning prize is \$500 cash and a \$500 scholarship to Northern State University.