



BUSINESS IS GREAT!

**High School
Business Idea
Competition**

To promote entrepreneurship, spur creative thinking, and encourage students to start a business.

What's Inside?

- BIG Idea Overview & Prizes
- Getting Started
- Entry Outline & Resources (great introduction for students)
- Final Competition Outline & Resources

Why BIG Idea?

- Increased interest in business ownership
- Basic understanding of business operations
- Opportunity to use written & creative skills

Refer to educational standards:

12061 Entrepreneurial Skills (ES2.1 & ES5.1)

80026 Entrepreneurship Experience (ENT 2.2)

BIG Idea Overview & Awards



BIG Idea Competition



- “Every idea needs a chance to grow”
- Hands on entrepreneurship introduction
- Great springboard for other competitions
- An idea for a business that would serve a local area or an idea for a new / innovative product or service

Marketing Design Competition

- Optional
- Allows students to create a marketing piece to support proposed business idea
- Make sure to include all business information (name, location, contact, etc.)

Canva is a great tool that students can use to create their Marketing Design. Canva for Education is available 100% free to primary and secondary (K-12) educators and institutions. To get access for students, teachers will first need to create an account and get verified by Canva. Read more about Canva for Education [here](#).



**Where to
begin?**

WWW.BIGIDEASD.COM

Special Category Awards

- Wellness
- Agriculture Innovation
- Hometown Business
- Makers

Teacher Awards

- Partners in Business Award



BIG IDEA PRIZES

Prizes	Cash	Northern State University Scholarships	SD School of Mines & Technology Scholarships
FIRST PLACE	\$1,000	\$2,500	\$2,500
SECOND PLACE	\$500	\$2,000	\$1,000
THIRD PLACE	\$250	\$1,500	\$1,000
FOURTH-EIGHTH PLACE	\$100	\$1,000	\$1,000
MARKETING DESIGN	\$500	\$500	
WELLNESS AWARD	\$500	\$500	
AGRICULTURE INNOVATION AWARD*	\$500	\$500	
HOMETOWN BUSINESS*	\$500	\$500	
MAKER'S AWARD*	\$500	\$500	

* Award can only be won by a South Dakota Student



Resources on our Website

BIG Idea Rules found on the [Rules Page](#)

BIG Idea How To Videos on the [YouTube Channel](#)

[Marketing Design Guidelines](#)

Other Advisor Resources found on

[Lesson Plan/Resources](#)



Getting Started

Where to begin?

*Teachers/Advisors
Getting Started*

- Go to www.BIGideaSD.com
- Click on **Advisor Login**
- Log in or create your account before your student(s) create their account
 - If you've forgotten your login information, click the *Forgot your password* link
 - If you are new, click the green *Create your Advisor Account* to get started

Teacher Dashboard

Login to access to your dashboard where you can:

- Track students who have selected you as an advisor.
- Review student entries & marketing designs
- Track submission status
- Access teacher resources



Create your UNIQUE login

- Only 1 profile is needed per team
- Enter primary login email
- Choose password
- Do not forget your login information

Enter Profile Information

- Phone
- Address
- School
- Advisor
- Grade

When students first log in, they need to complete their profile before continuing.

Student Login

Student Checklist

Complete BIG Idea Entry Form

- Can add up to 2 team members in the Team Members Tab

(Must have a draft project saved first)



NAICS Classifications

Industry Classification

Industry Classification *

Please select an **industry** that best classifies your business.

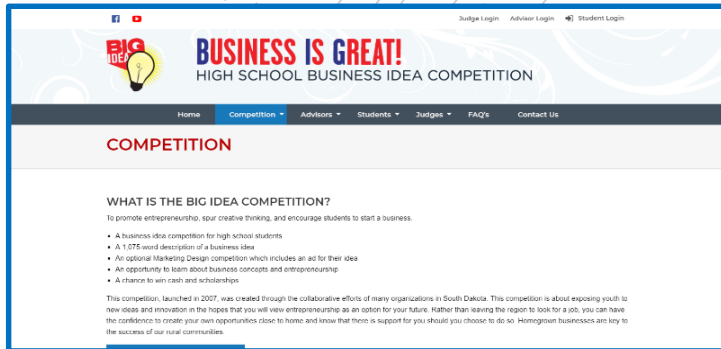
Please select



Drop down arrow

- Students will be asked to classify which industry their business idea belongs to.
- Based on the North American Industry Classification System (NAICS) Codes, the industry dropdown list includes:
 - Agriculture, Food & Natural Resources
 - Architecture & Construction
 - Arts, A/ Technology & Communications
 - Business Management & Administration
 - Education & Training
 - Finance
 - Government & Public Administration
 - Health Sciences
 - Hospitality & Tourism
 - Human Services
 - Information Technology
 - Law, Public Safety, Corrections & Security
 - Manufacturing
 - Marketing
 - Science, Technology, Engineering & Mathematics
 - Transportation, Distribution & Logistics

Get Started



Getting Started Tips

- Can use Word to draft project and Copy / paste into website
- Use as a classroom activity (every Friday, 10 minute warm-up, etc.)
- Correct sentence structure
- Professional language
- Answer every question!
- Do not use “I”, use business language instead
- Use the full word count allowed
- Use the EXAMPLES to guide students
- Artificial Intelligence (AI) including ChatGPT are prohibited for the use in the BIG Idea Competition



Resources on our Website

[Teacher Resources](#)

[Need help with a business idea?](#)

[How To: Tips for Success](#)

[Starting Your Business Resources](#)



BIG Idea
Entry Outline
& Resources

Student Profile

- Students will start by creating a login account and adding profile data including:
- Student Contact Info
- School and Advisor
- Business Name
- Eligibility for Special Awards
- Industry Classification
- Other Team Members (if applicable)

BIG IDEA COMPETITION JUDGE'S SCORE SHEET - ROUND 1				SCORING LEGEND			
Business Name: _____				SUPERIOR		21-25	A
Entry Number: _____				ABOVE AVERAGE		16-20	B
JUDGE'S INSTRUCTIONS: For each bullet point, use the SCORING LEGEND to award points corresponding to your evaluation of the student's or team's written work. You should award points based on the questions for each section and the following overall criteria: (1) Completeness of the business idea, (2) Viability as an ongoing business and (3) Creativity and innovation. For each section, 1-7, add the points for all bullets and put total in the "Section Total" box.				AVERAGE		11-15	C
				BELOW AVERAGE		6-10	D
				POOR		1-5	F
1. Concept Overview (75 words or less)				Points Possible	Points Awarded	Section Total	Comments
How well does the paper answer or address the following:							
<input type="checkbox"/> What is your business idea?				25			
<input type="checkbox"/> What is the problem you are solving or need you are satisfying and for whom?				25			
Total: 50							

Concept Overview

- **Concept Overview (75 words)**
 - Summary of the idea
 - Correct sentence structure
- **Questions:**
 - What is your business idea?
 - What is the problem you are trying to solve or need you are satisfying, and for whom?

EXAMPLE:

Prairie Hill Lawn Care will serve the newly developed Prairie Hill neighborhood where homeowners want to have a nice lawn but may not have the time or equipment to care for the lawn themselves. In this upscale development, our customers are homeowners who can afford lawn care services. Word Count: 49

Concept Overview

■ **Did you use the Rubric:**

- Who
- What
- Where
- When
- Why
- For whom?

■ **What can be added:**

- What need is being met?
- Target market?
- Socioeconomic class / gender?
- First mover advantage?

Resources on our Website

[How To: Concept Overview](#)

[Elevator Pitches](#)

2. Product or Service (250 words or less) How well does the paper answer or address the following:	Points Possible	Points Awarded	Section Total	Comments					
<input type="checkbox"/> What is the product or service?	25								
<input type="checkbox"/> How will the product be produced or the service performed?	25								
<input type="checkbox"/> What are the features and benefits of the product or service and its potential drawbacks?	25								
<input type="checkbox"/> What are the unique aspects of your product or service?	25								
Total: 100									

Product or Service

- **Product or Service (250 words)**
 - Describe what your business sells
- **Questions:**
 - 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?

Product or Service

■ **EXAMPLE**

- Prairie Hill Lawn Care will offer lawn care services to the Prairie hill neighborhood by providing quality service at an affordable price. Prairie Hill resident take great pride in their new homes and are interested in having a good looking, well-kept yard. The services will include cutting the lawn, trimming the edges and bagging the cuttings. Currently, there is not a contracted lawn care provider in this development. That is why our business will be the first mover into this location. No other landscaping services will be provided by this business at this time. We seek to target busy professionals with careers and families as well as renters and owners who do not have lawn care equipment or do not care for their yard themselves. It is estimated that a lawn cutting service is needed mid-April through the end of October for a total of 26 weeks of service but is subject to change depending on weather conditions. It is estimated that the average lawn will need cutting twice a week during the peak season of June – August and once a week during other times, again, subject to weather conditions. I will provide the services myself as owner and seek to develop a relationship with customers by gather specific information from them about their lawn care needs.

- **Word Count:** 218

Product or Service

What can be added:

Be SPECIFIC – assume the reader does not know your product

- Future Goals
- Staff/employees that will provide products/services
- Potential drawbacks – include inexperience of owner
- Package options
- Cost effective
- Cost of products/services
- Cost of employees/staff
- Cost of goods sold

Break even point! Judges love this part!

Resources on our Website

[How To: Product or Service](#)

3. Market Opportunity (250 words or less)		Points Possible	Points Awarded	Section Total	Comments				
How well does the paper answer or address the following:									
<input type="checkbox"/>	Describe your industry - size, trends, growth, etc. (Industry examples include retail, service, construction, agriculture, etc.)	25							
<input type="checkbox"/>	Describe your ideal customer. (location, age, income, education, interests, industry, etc.)	25							
<input type="checkbox"/>	What factors will impact how you price your product or service?	25							
<input type="checkbox"/>	How will you promote your product or service?	25							
Total: 100									

Market Opportunity (250 words)

- Who will you sell to?
- What is the market size (local, national, international)

Questions:

- Describe your industry – size, trends, growth, etc. (industry examples include retail, service, construction, agriculture, etc.)
- Describe the characteristics of your 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

Market Opportunity



Market Opportunity

■ **EXAMPLE**

- There are currently an estimated 654 households in the Prairie hill neighborhood of Prairietown (based on census data for the zip code). It is estimated that over 50% of the households have lawns and therefore might have a need for my service. It is estimated that the average household spends \$100 per year on lawn care services, which would indicate a total market of \$65,400 in the Prairie Hill neighborhood. The neighborhood has a median income of \$58,664 with 84% consisting of households with children where both parents are working. This segment of the population and income demographic is growing and would likely have the ability to pay someone to take care of their lawn. Starting out as a one-person business, I am hoping to gain 15 – 20 regular customers by the end of the first year, which is a small percentage of the total neighborhood market. I will promote my business through local newspapers and flyers to individual homes. As I gain customers, I will provide incentives to my customers to refer my services to their neighbors. I estimate that I will be charging in the area of \$20 hour for my services. Jobs can be priced by the hour or by the job.

- **Word Count:** 206



Market Opportunity

What can be added:

- 4P's of marketing & describe how each will be met (product, place, price, & promotion)
- Target market (who is your best customer)
- What geographic area do you serve?
- Incentives?
- Online/social media plan?

Put numbers and analytics! Judges love this part!

Resources on our Website

[How To: Market Opportunity](#)

[Marketing Resources](#)

[Industry Classifications](#)



4. Competition (250 words or less)	Points Possible	Points Awarded	Section Total	Comments
How well does the paper answer or address the following:				
<input type="checkbox"/> Who are your competitors i.e. what other choices do your customers have?	25			
<input type="checkbox"/> Compared to your competition, what is unique about your product or service?	25			
<input type="checkbox"/> Describe the strengths and weaknesses of your business.	25			
<input type="checkbox"/> How easily can others compete with you?	25			
	Total: 100			

Competition

- **Competition (250 words):**
 - What other options do your customers have?
- **Questions:**
 - Who are your competitors, i.e. what other options do your customers have?
 - Compared to your competition, what is unique about your product or service?
 - What are the strengths and weaknesses of your business?
 - How easily can others compete with you?

Competition

■ EXAMPLE

■ While there are 14 lawn care businesses in the county, there are no established lawn care services within the Prairie Hill neighborhood since the area is fairly new. I plan to differentiate my business from other services by my close proximity to my customers and by offering a reliable, efficient and affordable service that is personalized to fit each customer's needs. Competitors are primarily full-service, large-landscaping and lawn care businesses located five miles or more from the neighborhood. These competitors are well-established businesses with an existing client base, and therefore have less capacity to serve new clients, particularly in an area some distance from their location. Services provided by the competition include not only lawn mowing services but also landscaping and weed spraying services. Their average charge is \$30 to \$40 per hour. At closer to \$20 per hour, Prairie Hill Lawn Care will be an attractive alternative for new homeowners who want a nice looking yard but have other demands on their disposable income with new homes and families. The charge for a typical residential yard is estimated at \$15 - \$20 for a basic cut. New customers will be interviewed to gather pertinent information about their yard maintenance needs (times of service, obstacles or specific features in the yard, any special events, etc.). Customers will also be confident knowing the person gathering this information will also be cutting their lawn each time. Possible weaknesses of the business are the inexperience of the business owner and limited services.

■ **Word Count:** 250

Competition

What can be added:

- Competitive advantage – what is unique
- Reliability of the business vs. competition
- Efficiency of the business vs. competition
- Cost effective vs. competition
- What % of the market will the business obtain
- How will it increase sales vs. the competition
- Remember that there are always competitors!
(What other choices do your customers have? How are they currently meeting their needs?)

Resources on our Website

[How To: Competition](#)

5. Management and Operation (250 words or less)	Points Possible	Points Awarded	Section Total	Comments					
How well does the paper answer or address the following:									
<input type="checkbox"/> Identify the key persons & skills needed to implement your idea.	25								
<input type="checkbox"/> What physical equipment or technology are needed to produce or deliver the product or service?	25								
<input type="checkbox"/> Once established, what will be your biggest ongoing expense? Please explain.	25								
Total: 75									

Management & Operation

■ Management & Operation (250 words):

- What people, equipment or technology will be needed to operate your business?
- **Questions:**
 - Identify the key persons and skills needed to implement your idea.
 - What physical facilities or technology are needed to produce or deliver the product or service?
 - Once established, what will be your biggest ongoing expense? Please explain.

Management & Operation

▪ **EXAMPLE**

▪ I will provide the labor for services as well as management and promotion of the business with no employees for at least the first year. I could manage 15 – 20 customers based on an average of 1 hour per yard two times a week during the peak season. As I acquire more than 20 customers, a second employee will need to be considered in order to help run an efficient business. Gathering customer data and yard specific information will require me to meet with the customers and learn what the customer wants done with their lawn so that we can satisfy their needs. Customers will be quoted a price for their lawn services, and payment will be expected at the time of service in order for smooth business operations. Bookkeeping will be completed during off peak hours. The equipment needed for the business consists of riding and push lawn mowers, a trimmer, rakes, bags for the cuttings and a gas can. The necessary vehicle and trailer will be stored in my father's garage at no cost to the business. Other expenses would be printing of flyers, fuel for equipment and vehicles, insurance, cell phone, licensing of the vehicle and trailer, and bookkeeping materials.

▪ **Word Count: 204**

Management & Operation

What can be added:

- Staffing – roles, training/skills required
- Hours/days of operation
- Peak season vs. off season
- Opportunity for growth
- Exit strategy
- Social responsibility (Going GREEN, etc.)
- Strategic goals

Resources on our Website

[How To: Management & Operations](#)

Before submitting ...

READ through document for any
grammatical or spelling errors

CHECK for plagiarism

Quick Tips for Beginners

- Review the website resources and advisor dashboard to familiarize yourself with it.
- Review Teacher Orientation Recording and PowerPoint
- MAKE SURE you set up your advisor account FIRST and confirm that students have selected you as their advisor.
- Advise your students to use the 'Student Checklist' and 'Helpful Tips' on the website!
- Use our 'Tips and Reminders for Advisors' document for additional advice for you and your students.
- Talk to other teachers/advisors.
- Contact us with any questions!
- Take the **Teacher Survey** and give us your input!

Updates for Returning Users

- Share Canva with your students to create their Marketing Design!
- Teachers can sit in on their students' verbal presentation, along with mentors, during the Final Event.
- Encourage students to interact with outside experts/business owners.
- Partake in final event activities (live or later)
- Take the [Teacher Survey](#) and give us your input!

Final Competition Outline & Resources

Who are the Finalists?

- A judging process in early November determines the top 8 scoring entries as finalists for each competition; virtual (outside South Dakota) and in-person.
- Finalists compete with a verbal presentation at the Final Competition.
- Additional judging will determine one winner for the Marketing Design, Wellness, Agriculture Innovation*, Hometown Business*, and Makers* categories prior to the final event.
- Category winners will be recognized at the Final Competition.
- * Special Categories awards open to South Dakota students only



Mentorship Program (In-person competition only)

- The top 8 In Person finalist teams will be paired with a BIG Idea Mentor.
- BIG Idea Mentors are a BIG deal!
- The mentor will reach out to teachers and finalists prior to the Final Competition.
- BIG Idea Mentors will provide students with knowledge, wisdom, experience, and insight about:
 - Your Business Idea
 - Unanticipated Questions (from judges at final event)
 - Building Your Network
 - Presentation Skills
 - Making Your Idea a Reality
 - Career Paths



Presenting at BIG Idea

[Check out elevator pitches and
Past Winners presentations](#)



- Different judges than first round - be prepared!
 - These judges have not judged the actual BIG Idea but are provided a copy prior to the final event
- 6 minute presentation (includes Elevator Pitch)
 - Start with Elevator Pitch and then launch directly into full presentation
 - Be sure to include financial information
 - Use visual aid (at least 1 is required)
- Follow the rubric
- Do not read off slideshow
- Do not use note cards
- Use Mentors to help anticipate questions to be asked



Final Event Dress Code

Dress for Success



- **Dress professional!**
- **Dress for your business!**

Not recommended (unless relevant to your business idea)

- Visible body piercing, other than ears
- Denim or flannel clothing of any kind
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Skintight or revealing clothing
- Clothing with printing that is suggestive, obscene, or promotes illegal substances

Resources on our Website

Elevator Pitches and Student Presentation Found on our website on the [Past Winners Page](#) or the BIG Idea [YouTube Channel](#)

[Start Up Costs Worksheet](#)

[Business Expense Worksheet](#)

[Presentation Tips](#)

Teacher Awards

Partners in Business Award

- Mentorship is a huge part in starting and running a business
- The Partners In Business Award is to encourage teachers and students to expand their network.
- *Watch for more details in upcoming emails!*

Winners of the Partners in Business Award will be announced at the Final Competition.



Can't Make the Final Event?

PARTICIPATE ONLINE
via livestream option!

See elevator pitches from the
finalists!

Learn from business speakers!



CONTACT US

Be sure to check out the [FAQ's page](#) for information about the competition.

(*) Indicates required fields

Your Name (required)

Your Email (required)

Your Phone Number

Question or Comment?

CONTACT INFO:

Kelly Weaver

Small Business Development Center

506 South Main Street Suite 2

Aberdeen, SD 57401

Phone: 605-698-7654 Ext. 144

Monday – Friday, 8 am – 4:30 pm

Questions? Contact us!

We are happy to answer questions about the program, getting started, student or advisor accounts, the application, the final event, etc. The only silly question is the one that is not asked!

www.bigideasd.com

