



BIG IDEA

Competition Process

1 - Creating Your Login & Entry Online

1. Create your business idea online by going to the website, www.BIGideaSD.com
2. Click on the 'Student Login' at the very top right to create a student login.
 - a. Each entry requires a unique email and password for login. If students are participating as a team, only one student login is needed for the entry. Names of additional team members are added during the application process.
 - b. The primary contact person, as identified in the login and entry process, is responsible for communicating any information related to the competition with other team members.
3. The login feature allows students to save their work and return to work until completed. Visit the 'Student Login' to sign-in.
4. After entering their contact information, students should click on the My Project link on right hand side to begin their idea entry.
5. Save Draft – When working on the project, be sure to click 'Save Draft' often! Save Draft button is at the bottom of the My Project page. If you go for an extended time without entering any information, the session may time out.

NOTE There is NO warning before the session times out.
6. Students who may be sharing a computer should NOT work simultaneously on their entries. Only one student can be logged in at a time.
7. Word-limit – Each section has a word limit, and a word counter is shown at the bottom of each section on the website. The entry cannot be submitted until the text is within the allowable word limit for each section.
8. Students are STRONGLY encouraged to proofread the entry for grammar and comprehension (NOTE: The website itself will not have spell-check functionality unless your web browser has this feature installed.)

2- Entering a Special Category

- If your business idea fits in the Wellness or Agriculture Innovation, please choose appropriate category from the drop down box located in the "Special Award Category" section.
- Your business concept must promote wellness or Agriculture innovation to be entered in this category. (Descriptions provided below selection)



3 - Submitting Your (Optional) Marketing Design

- For those students who choose to participate in the optional BIG Idea Marketing Design Competition, their marketing piece will need to be uploaded BEFORE the written entry is submitted.
- Only .PDF and .JPG file types are supported for uploading.
- The Marketing design will not be accepted without a corresponding BIG Idea entry. The design file is submitted with the entire entry as described below.

4 - Submitting Your Entry

- Once the BIG Idea written entry is completed (and marketing design file uploaded if applicable), students can scroll to the bottom of the My Project page and click the Continue to Submit button. From here, students can preview and print their entry and make final submission of their project. Once submitted, no changes are allowed.

5 - Final Competition

After the first round of judging is completed, the eight business idea submissions with the highest scores will advance to the final competition. Finalists will be notified by mid-November.

- **BIG Idea Finalists** - The 8 competition finalists will be required to make a 6-minute presentation.
 - 30 seconds – Elevator Pitch
 - Remaining 5 minutes, 30 seconds - Presentation
 - Presentation must include a visual component – PowerPoint, storyboard, handout, demonstration or other visual component of the finalist's choice
 - Computer, screen and projector will be provided
 - The judging is based on the viability of the business idea and information conveyed during the final presentation.
 - Teachers and Mentors are allowed in the room during the final presentation; other spectators are not.
 - Media may be present during presentation to capture footage.
 - Elevator pitches and presentations from previous years' finalists can be seen on the Previous Winners page at www.BIGideaSD.com or on the BIG Idea SD YouTube channel.
- **Specialty Award Winners**
 - **Marketing Design** – All marketing design entries will be reviewed by a panel of judges prior to Final Competition.
 - **Wellness Category**– A \$500 cash prize and a \$500 scholarship to Northern State University will be awarded to the best business entry addressing wellness is sponsored by Sanford Health.
 - **Agriculture Innovation Category**- A \$500 cash prize and a \$500 scholarship to Northern State University will be awarded to the best business entry addressing agriculture is sponsored by the South Dakota Agriculture Foundation.

Winners will be notified prior to the Final Competition and will be invited to participate in the Final Event to give an elevator pitch of their idea.



6 - BIG Idea Mentors

The top eight finalists will be paired with a BIG Idea Mentor before the final competition. Contact can be made before the final competition, as well as, during the morning of the final event. A variety of activities will be available for the finalists throughout the competition. Also, a luncheon and program will be held for finalists, teachers and judges.

7 - Awards Ceremony

- All schools and students who submitted entries to the BIG Idea Competition are invited to the Awards Ceremony. The Awards Ceremony is open to the public. The event will also be live-streamed through Northern State University.
- At the Ceremony, finalists and winners of specialty categories will deliver their elevator pitches.
- Following the student presentations, there will be a keynote speaker and/or a panel of business owners who will share their entrepreneurship experiences and answer questions.
- Following brief acknowledgements and school awards, the specialty category winners will be recognized & presented their awards by their sponsors (Marketing Design, Wellness, and Agriculture Innovation).
- The top three winners of the BIG Idea Competition will be announced, and awards presented.
- Pictures of all finalists will take place after the Ceremony.

The Final Competition and Awards Ceremony will be held on **Wednesday, December 8, 2021** on the campus of Northern State University in Aberdeen. More details will be forthcoming.

