



**Est. 2007**

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

# The BIG Idea Competition

[www.BIGideaSD.com](http://www.BIGideaSD.com)



- Business idea competition for high school students
- A 1,075-word description of a business idea
- Optional Marketing Design competition
- Specialty Category awards for Agriculture Innovation, Wellness, Hometown Business and Makers ideas.
- Over \$50,000 in scholarships and cash prizes awarded

**BUSINESS IS GREAT!**

HIGH SCHOOL BUSINESS IDEA COMPETITION

Competition opens

**September 1, 2023**

# BIG IDEA COMPETITION PROCESS

Entries Submitted – Sept. 1 to Oct. 31

Online Judging – early November

Virtual Final

Competition - Dec. 5

In Person Final

Competition - Dec. 6

A glowing lightbulb is shown in a close-up shot, resting on a red, textured surface. The bulb is illuminated from within, casting a warm glow. The background is slightly blurred, showing a blue object and a wooden surface.

Over \$50,000 in prizes awarded!



# BIG IDEA BY THE NUMBERS



## BIG IDEA Participation History

|                                   | 2022 | Since Inception |
|-----------------------------------|------|-----------------|
| Entries                           | 277  | 3405            |
| Students                          | 357  | 4750            |
| Schools                           | 54   | 135             |
| Marketing Design<br>Entries       | 176  | 1074            |
| Specialty Category (4)<br>Entries | 204  | 790             |

WHY? Students get experience in preparing a business concept and understanding the aspects of starting a business.

Over 60% of students are more interested in starting a business after participating in BIG Idea

“I learned that explaining your ideas to others can help you understand your own business vision better.”

*“...this competition is top notch, extremely well run, rewarding & fun. The prize money is a real plus, but what students learn on the business end of things is so vital to their future.”*

# STEPS to ENTER



- Create Advisor Profile & Student Profiles
- Complete Application Form
- Upload Marketing Design (optional)
- Complete Survey at Submission
- Await Results in Mid-November!

# APPLICATION SECTIONS

- Introductory Questions (business name, industry, special category, business status)
- Concept Overview (25-75 words)
- Product or Service (100-250 words)
- Marketing Opportunity (100-250 words)
- Competition (100-250 words)
- Management and Operations (100-250 words)
- Plagiarism Disclaimer & Survey



# MARKETING DESIGN

- Ad Created To Market The Written Idea
- Not A Design Competition
- Use Free Canva For Education Account For Your Students To Create
- Include ALL Elements
- Different Judging Pool (Marketing Experts!)



# MARKETING DESIGN EXAMPLES

## Fun is Just a Bite Away

### Flavor for the Family

Comes in \$2, \$5, \$10, \$20 Packages

Freeze Drying is a newer idea that can result in flavorful and better-to-eat foods. The foods, once freeze-dried, can last up to 25 years. Many different products can be freeze-dried and result in different tastes than the original. Some products are

- Rainbow Candy
- Marshmallows
- Gel Cubes
- Hard Candy

**Freeze Dried Fun**














Visit in Person or Online At 123 Main St near The Flame Or At [WWW.FreezeDriedFun.com](http://WWW.FreezeDriedFun.com) and on Our Social Media

Calling everyone who would love rockin' this t-shirt on the Harvesting Crew!

POST A SNAPSHOT DURING HARVEST USING #THEFARMHOUSEBOUTIQUE OR #HARVESTHAPPENINGS TO BE ELIGIBLE FOR A 25% DISCOUNT ON ALL PRODUCTS!

Stop in the store, give us a call, or shop online Today!

605 (471) 0616  
[thefarmhouseboutique.com](http://thefarmhouseboutique.com)  
[thefarmhouseboutique@gmail.com](mailto:thefarmhouseboutique@gmail.com)



Starting at \$27.00!



BETTERING THE WORLD ONE BEE AT A TIME 

## DO YOUR PART IN SAVING THE BEES!

**DID YOU KNOW?**  
 In 2018, 40% of honeybee colonies in the U.S died. Furthermore, 90% of the world's nutrition is pollinated by bees.

# BUSY BEES

**SERVICES**

To rent beehives, call us with a requested number of beehives. You provide the land, we provide assessments, care, and resources. You receive 1/4 of the honey production for payment!

**PRODUCTS**

Honey -\$8 per pound  
 Beeswax- \$9 per pound

**BUSY BEES IS THE IDEAL SOLUTION TO HELP YOU DO YOUR PART IN SAVING THE BEES!**





CALL TODAY TO PURCHASE PRODUCTS OR REQUEST BEEHIVES! MEGAN NASH (605)324-3232



# RESOURCES FOR ADVISORS!

bigideasd.com/lesson-plan-student-resources/

Facebook YouTube Judge Login **Advisor Login** Student Login




## BUSINESS IS GREAT!

HIGH SCHOOL BUSINESS IDEA COMPETITION

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Home Competition **Advisors** Students Judges FAQ's Contact Us

### LESSON PLAN/ RESOURCES



- Dashboard
- Students
- Projects
- Resources & Best Practices
- My Account
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### Projects

Project List

Show 100 entries [Select all](#) [Deselect all](#) [Copy](#) [CSV](#) [Excel](#) [PDF](#) [Print](#) [Columns](#) Search:

|                          | ID  | Name                   | User                | Submitted                           | Submitted At        | Marketing Design PDF      | Design Image |
|--------------------------|-----|------------------------|---------------------|-------------------------------------|---------------------|---------------------------|--------------|
| <input type="checkbox"/> | 516 | Rae's Retro Restaurant | Raelynn Hansen      | <input checked="" type="checkbox"/> | 2022-10-28 15:42:44 |                           |              |
| <input type="checkbox"/> | 509 | Brown's Beadless Turf  | Ashton Pike         | <input checked="" type="checkbox"/> | 2022-10-28 14:27:50 | <a href="#">View file</a> |              |
| <input type="checkbox"/> | 508 | Warwenge Coffee co.    | Zach Wegner         | <input checked="" type="checkbox"/> | 2022-10-28 14:20:27 |                           |              |
| <input type="checkbox"/> | 507 | Young Entrepreneurs    | Whitney Madison     | <input checked="" type="checkbox"/> | 2022-10-28 14:56:09 | <a href="#">View file</a> |              |
| <input type="checkbox"/> | 505 | Rabe's Sporting Good   | Tyler Rabe          | <input checked="" type="checkbox"/> | 2022-10-28 14:07:45 |                           |              |
| <input type="checkbox"/> | 504 | saved by the clean     | Natalia Ramirez     | <input checked="" type="checkbox"/> | 2022-10-28 14:04:08 |                           |              |
| <input type="checkbox"/> | 503 | Whiskers' Cafe         | Lilly Boyd          | <input checked="" type="checkbox"/> | 2022-10-28 14:02:27 |                           |              |
| <input type="checkbox"/> | 473 | PinCode Machines       | Callista Vande Berg | <input checked="" type="checkbox"/> | 2022-10-26 14:14:30 |                           |              |

Showing 1 to 8 of 8 entries

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# TEACHING CONSIDERATIONS

- Identify Educational Standards that Apply
- Team Size (1-3 students)
- Offer Credit or Incentives
- In Class/Required or On Their Own/Optional
- Marketing Design Option



# HEAR FROM THE EXPERTS!

- Anne Frericks
  - Northwestern High School teacher
- Brenda Merkel
  - former Leola High School teacher and current judge





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**2007-2023**

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