

Est. 2007

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

The BIG Idea Competition

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



BIG IDEA BY THE NUMBERS



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	2022	Since Inception
Entries	277	3405
Students	357	4750
Schools	54	135
Marketing Design Entries	176	1074
Specialty Category (4) 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





BETTERING THE WORLD ONE BEE AT A TIME



DO YOUR PART IN SAVING THE B

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



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



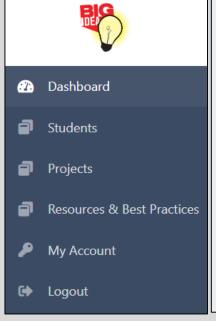
MEGAN NASH

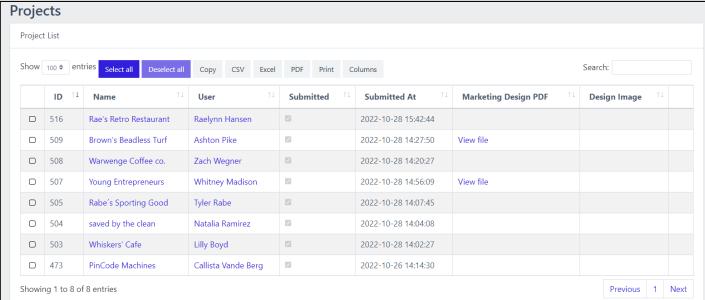
CALL TODAY TO PURCHASE PRODUCTS OR REQUEST BEEHIVES!



RESOURCES FOR ADVISORS!







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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