



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
- Specialty Category awards for Agriculture Innovation, Wellness, Hometown Business and Makers ideas.
- Over \$60,000 in scholarships and cash prizes awarded

BUSINESS IS GREAT!

HIGH SCHOOL BUSINESS IDEA COMPETITION

Competition opens

September 1, 2024

BIG IDEA COMPETITION PROCESS

Entries Submitted – Sept. 1 to Oct. 31

Online Judging – early November

Virtual Final

Competition - Dec. 10

In Person Final

Competition - Dec. 11

A glowing lightbulb is shown in a close-up shot, resting on a red, textured surface. The bulb is illuminated from within, creating a warm, golden 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

	2023	Since Inception
Entries	365	3770
Students	443	5193
Schools	76	173
Specialty Category (4) Entries	287	1,077



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
(October 24th deadline)
- Complete Application Form
- Complete Survey at Submission (October 31)
- Await Results in Mid-November!

APPLICATION SECTIONS

- Introductory Questions (business name, industry, special category, business status)
- Business Idea (1,075 words max)
- Inspiration and Sources (share inspiration for the idea and sources used)
- Elevator Pitch (direct access link)
- Plagiarism Disclaimer & Survey



BUSINESS IDEA SECTIONS

- 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)

ELEVATOR PITCH

NEW! Elevator Pitch Video (30-60 sec.)

- Students create a video elevator pitch on platform of choice.
- Submit an URL (direct access link) for the video in the entry form.
- Video available to Round 1 judges for overall judging (not judged separately).

Criteria:

- Describes the product, the problem it solves, and the solution it provides.
- Identifies the target market and why the product is a fit for them.
- Product name is engaging, memorable, and effectively communicates the purpose.
- Presentation is polished and highly engaging throughout.



ELEVATOR PITCH TIPS

Tips for sharing video found here

[HOW TO VIDEO!](#)

Elevator pitches from past finalists found [here!](#)

- Encourage students to share their passion for the idea!
- Video should be a one take recording (no editing).
- Choose a common format so judges will be able to open the file (.mp4, .wav) from the direct access link you provide.

RESOURCES FOR ADVISORS!



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

Judge Login **Advisor Login** Student Login

BIG idea BUSINESS IS GREAT!

HIGH SCHOOL BUSINESS IDEA COMPETITION

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

LESSON PLAN/ RESOURCES



Dashboard

My Profile

Students

Entries

Resources

Dashboard

Welcome to the BIG Idea Competition!

Congratulations! Now that you have created your account, students can choose the school and you as their Advisor when they set up their account and you can track their progress here! If you have any questions or experience any technical issues, please contact Kelly at kelly@growsd.org or at (605) 698 7654 ext. 144.

Join us for a **Teacher/Advisor Orientation on Wednesday, September 4th at 3:45 pm** for an overview and new features update for BIG Idea. [Register here.](#)

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

Participating Students

1

Entries Created

1

Final Submitted Entries

0

Advisor Resources & Best Practice

Title

Student Checklist

[View](#)

TEACHING CONSIDERATIONS

- Educational Standards that Apply – Entrepreneurial Skills and Experience
- Team Size (1-3 students)
- Offer Credit or Incentives
- In Class/Required or On Their Own/Optional
- Proper language use is judged



HEAR FROM THE EXPERT!

- Brenda Merkel -
former High School
teacher, current judge
and committee member



Questions?

NEXT STEPS



- **Review Resources**
 - Lesson Plan
 - FAQ's
 - Guidelines/Rules/Rubrics
- **Setup Advisor & Student Accounts by Oct. 24**
- **Deadline Oct. 31**



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2007-2024

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