



Business Is Great

Tips and Reminders for Advisors

Reminder: As a teacher working with students, please be sure to create your BIG Idea Advisor account. Create your account at <http://contest.bigideasd.com/login?type=advisor> Check your advisor dashboard for resources and to track the progress of your students.

Here are a few tips for your students for developing their entry:

1. When brainstorming business ideas, encourage students to think of solutions to problems in their community, state, nation, or world.
2. Activities designed by Jim Hart are helpful in developing an idea and can be found at www.BIGIdeaSD.com on the Rules Page: Tips to Create Your Business Idea.
3. Encourage students to view the How To Videos on the BIG Idea YouTube Channel. [BIG Idea YouTube Page](#)
4. Encourage students to use the [Helpful Tips](#) to link to statistics and tips for completing their entry.
5. Encourage students to talk to business owners (in their industry, if possible) to learn more about business operations, industry concerns, and customer characteristics.
6. Encourage students to consider what industry their business idea falls under; they will be asked this in the student entry form.
7. Make sure students address the questions in each section as specifically as possible and use as many words as allowed.
8. Your students must agree to the plagiarism statement before they submit their entries. BIG Idea reserves the right to disqualify any entry where plagiarism has been found.



Here are a few tips for your students for using the entry website:

1. For students working in a group, only one student needs to create an account. After a draft is saved, the additional team members can be entered by clicking on “Team Member” in the menu bar at the top right of the page.
2. Final submission means NO changes can be made.
3. The Marketing Design Competition file must be submitted when the rest of the entry is submitted. It cannot be added after the student has submitted their entry.
4. Be sure students use proper grammar and correct spelling; it is worth 50 points!

Here are a few tips for you as the Advisor:

1. Create your Advisor account before the students create their account, then your name will be available to them when they set up their account and choose their school.
2. Use your Advisor Dashboard to see that all students have created an account and have selected you as their Advisor. You will only see students who have created an account and chosen you as their Advisor in their profile.
3. Use your Advisor Dashboard to track student progress. You can see their entry in progress or upon submission from the Projects tab.
4. If any duplicate student accounts or projects have been created, please let us know. Use your Advisor Dashboard to track project submissions. On the Project tab, check to see that all entries have a status of Submitted, not Draft. You can also verify the Marketing Design submissions.



Special Category Awards

The **Marketing Design** portion of the competition is optional and consists of submitting a full-page advertisement for their idea. Samples are on the website. The Marketing Design competition is judged on how well the advertisement promotes and relates to the business, not just on the artwork.

Canva is a great tool that students can use to create their Marketing Design. Canva for Education is available 100% free to 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](#) or view our [Marketing Design Guidelines](#).

If the business idea fits into the **Wellness Category**, students should select that category to submit their entry which will be judged by Sanford Health. Wellness is defined as a state of being in good physical and mental health.

If the business idea fits into the **Agriculture Innovation Category**, students should select that category which will be judged by the South Dakota Agriculture Foundation. Agriculture Innovation Category must be an agriculture business that incorporates innovation, technology and/or leadership into agriculture or agriculture education.

If the business idea fits into the **Hometown Business Category**, students should select that category which will be judged by a panel of business owners representing the South Dakota Retailers Association. The Hometown Business Category must be a brick-and-mortar retail, hospitality, grocery, or trade business. The business should also have an online presence but needs to have a physical storefront component, not online only.

Partners in Business Award for Teachers

The BIG Idea Partners in Business Award emphasizes the importance of networking in the business world by recognizing teachers who incorporate BIG Idea and other networking experiences in the classroom. Teachers must complete a form to be considered for the award. In order to receive the money, testimonies from the winners must be turned in.

We are just a phone call or email away if you have questions! We're ready to help. You can reach us at kelly@growsd.org or 605-698-7654 x144.