



WHAT'S *your* BIG IDEA?

IT COULD BE WORTH \$1,000!

5 Reasons to participate in the **BIG Idea Competition!**

1. *Expose* your students to the world of Entrepreneurship with a **FUN** and **EXCITING** competition that will give them the cutting edge as a future entrepreneur.
2. Students can *win* **GREAT** prizes (*cash and scholarships*) and meet other students and future business mentors.
3. *You* can receive recognition for your school team's efforts and enhance your understanding of entrepreneurial studies.
4. *You* can network with other business education professionals.
5. *Help* area youth explore their future *career* options.

BIG Idea Participation History					
	2014	2015	2016	2017	Since Inception
Entries	225	263	303	243	2123
Marketing Design	79	110	109	55	608
Wellness Category	-	-	39	53	92
Students	313	414	468	357	3011
Schools	32	37	40	37	88

Teacher Comments

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

Student Comments

"I learned that business is not always an easy thing to do and it does take some thought and hard work. That you really have to put yourself and your business out there in the world in order to succeed."

"We learned that starting your own business can have it perks but it can also be challenging. We also learned that when starting up business you won't always be successful right away but if you keep trying you can

MARK YOUR CALENDARS!

LAUNCH DATE: September 1, 2018
SUBMISSION DEADLINE: October 31, 2018
FINALISTS NOTIFIED: Mid-November 2018
FINAL EVENT & AWARDS: December 5, 2018

OVERVIEW OF THE BIG IDEA COMPETITION

www.BIGideaSD.com



The purpose of the BIG Idea Competition is to promote entrepreneurship, spur creative thinking, and encourage students to start a business. Students ideas can be for any type of business they choose. Is there a problem they can solve? How can technology be incorporated? It could be an idea for a locally based business or an innovative product or service that a student has identified. Students will submit their business idea at www.BIGideaSD.com. If the students business idea fits into a wellness description they can choose to submit their entry into the Wellness Category for additional prize money.

Application sections that will be required:

- Concept Overview (75 words)
- Product or Service (250 words)
- Market Opportunity (250 words)
- Competition (250 words)

MARKETING DESIGN (OPTIONAL)

Design an ad with required elements to promote the business idea. One winner will receive \$500 sponsored by McQuillen Creative Group of Aberdeen to be presented at the Final Event.

FINAL EVENT

Eight ideas will be chosen as finalists and required to make a 6-minute presentation with a visual component to a panel of judges during the final competition. The final competition will be held on the campus of Northern State University in Aberdeen, S.D. on Wednesday, December 5, 2018.

Over 60% of students indicate an increased interest in owning their own business due to the competition.

BIG IDEA PRIZES	
FIRST PLACE	\$1,000 plus scholarships to Northern State University and Presentation College.
SECOND PLACE	\$500 plus scholarships to Presentation College and Northern State University.
THIRD PLACE	\$250
MARKETING DESIGN	\$500
WELLNESS AWARD	\$500
AGRICULTURE AWARD	\$500