

What's your **BIG** idea?
take it on!

Entrepreneurship and Scholarship Contest
for High School Seniors



Coordinated by
The AISD Class in The Parks
Sponsored By



WAL★MART



Arlington
INDEPENDENT SCHOOL DISTRICT

WHAT'S YOUR BIG IDEA? TAKE IT ON!

"MY BIG IDEA" ENTREPRENEURSHIP AND SCHOLARSHIP CONTEST

Do you ever wonder what it takes to develop and launch a business? Find out by participating in the "My Big Idea" Entrepreneurship and Scholarship Contest! Unleash your ideas! Imagine, create, and invent a new product. Take that idea and develop it into a business.

The purpose of this event is to identify and recognize high school students who are interested in starting their own business someday. For entrepreneurs to succeed in today's world they must not only have an innovative idea or exciting product but they must have a plan. This competition is a starting point for students to share ideas, organize concepts, and compete against one another. By participating, each entrepreneur, or a team of no more than three entrepreneurs, will have the opportunity to develop a detailed business plan that includes:

- Description of the business
- Analysis of the competition
- Analysis of the Target Market
- Proposed marketing strategy and sales plan
- Planned management and organization of proposed business

The top 25 semifinalists chosen will have the opportunity to receive professional business coaching to further develop their ideas through posters. An Awards and Recognition Ceremony will be held on March 6th, 2010 at the Arlington Convention Center where all semifinalists will be invited to display their posters and be recognized. The **Grand Prize of a \$2,500 scholarship** will also be awarded to the top entrepreneur, or team of entrepreneurs, by a panel of judges. In addition, all participants will receive professional feedback from qualified judges on the business plans they submit.

The Competition Timeline

Registration & Submission of Entry Form

The first step of the competition is for individuals and/or teams to register by completing the entry form, which details the business concept, market opportunity, competitive advantage, resources required, and business organization. Entry forms can be found on the Arlington Chamber of Commerce website at www.arlingtontx.com/education-workforce.

Entry forms are due on December 4th, 2009, and are then judged by the Arlington Chamber selection committee.

Semi-Final Round

The Arlington Chamber selection committee will determine the top 25 entrepreneurs/teams to advance to the semi-final round and announce their selections by January 8th, 2010. The competing entrepreneurs/teams will be invited to participate in a series of workshops throughout January and February, covering topics relevant to completing a business plan. They each also have the opportunity to work with a team mentor who has expertise in their field of interest.

Final Round

Final project posters and business plans will be due on February 26th, 2010 for final judging. The plans will be evaluated on the basis of the originality of the idea, viability of the business model, and the potential for future financial success.

Awards and Recognition

Each year we close the competition with an Awards and Recognition Ceremony that is open to the public. On March 6th, 2010 each of the top 25 semifinalists will be invited to display their poster and business idea, and will be recognized. At the end of the recognition ceremony, the judges will make their announcement of the winning business idea. The winning entrepreneur/team of entrepreneurs will receive a \$2,500 college scholarship valid at Tarrant County College or the University of Texas at Arlington.

Contest Rules

- The "My Big Idea" Contest is open to all 12th grade students interested in entrepreneurship.
- A complete "My Big Idea" contest entry form must be completed for each business idea.
- Both individual and team entries will be accepted.
- Entries competing as a team are subject to an equal distribution of the scholarship, if awarded.
- All written entries must be less than six typed pages.
- All entries should be submitted no later than December 4, 2009 via school district mail to The Class in The Parks.
- Essays will be judged on the basis of coherence, organization, development of ideas, voice and conventions (grammar, spelling and punctuation).

For more information, please email workforce@arlingtontx.com or bigidea@aisd.net.

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Student Name(s):		School:		Grade:	12
Address:		Teacher:			
City, State Zip:		Class Period:			
Phone:		Email Address:			

This is a ONE PAGE summary of your business idea. Summarize your business idea by typing several sentences in each of the boxes below. *Delete blank space in the boxes as needed so that this summary page is no longer than one page.* At your discretion, you may attach a detailed description for any or all of the summarized areas. The detailed descriptions may be no longer than one page per topic, meaning your entire application packet will be no longer than six pages including this summary/application page. Be sure your business idea is feasible and your work is professional.

Description of Product/Business Service

Include resources and/or supplies needed to create and establish your business

Analysis of Competition

Including type of competition (perfect, monopolistic, oligopoly), list competitors, discuss competitive advantages & disadvantages of your business

Analysis of Target Market

Age, income level, other specific demographic & economic information, customer buying behavior

Proposed Marketing Strategies & Sales Plan

Pricing, promotion, publicity, media, use of technology, etc.

Planned Management & Organization of Proposed Business

Type of business (sole proprietorship, partnership, corporation, subchapter S, LLC) and organizational structure including required personnel

Entries due December 4, 2009 to bigidea@aisd.net in .rtf or .pdf format.