

PARTNERS IN EDUCATION



**Arlington**  
INDEPENDENT SCHOOL DISTRICT  
*More Than a Remarkable Education*

**WHAT'S YOUR**

**BIG  
IDEA?**

**ENTREPRENEURSHIP  
CONTEST**

**STUDENT GUIDE • HIGH SCHOOL**

## WHAT'S YOUR BIG IDEA? CONTEST OVERVIEW

The Greater Arlington Chamber of Commerce in partnership with Arlington ISD is proud to announce the return of the high school expansion of the "What's Your Big Idea?" Entrepreneurship Contest.

Do you have a knack for solving complicated problems with simple solutions? Do you sit around and think about ways to improve your everyday life with new technologies? Then this is the contest for you! The "What's Your Big Idea?" Entrepreneurship Contest dares you and a team of your classmates / friends from all AISD high school campuses to find an innovative and viable solution for one of the three provided challenges the City of Arlington is currently facing. Student teams of three (3) to five (5) members are asked to pitch their idea in a creative, 3-minute video presentation.



This contest is a fantastic resume builder, and it allows you to be imaginative and resourceful. You'll learn a lot about the entrepreneurial process as well. The top three teams will win an amazing prize package that includes an iPad or laptop! Learn more about this contest at [arlingtontx.com/BigIdea](http://arlingtontx.com/BigIdea).

## HOW TO ENTER THE CONTEST

### STEP 1 Organize a Team

Establish a team of three (3) to five (5) members. Teams smaller than three students or larger than five students will be disqualified.

*\*Team members do not have to attend the same school and grade level and ages may vary. All students MUST be enrolled in one of the eight (8) AISD high schools.*

### STEP 2 Choose a Challenge

Uncover the challenge problems at [www.arlingtontx.com/BigIdea/HS](http://www.arlingtontx.com/BigIdea/HS).

### STEP 3 Get Started

Brainstorm a new solution for one of the revealed issues.

Ensure each team member holds a specific responsibility in the collaborative process.

Provide detailed solutions to the problem, including all the steps in the process.

### STEP 4 Generate a Video Pitch

Communicate your team's solution in a 3-minute video presentation to be attached to your final entry form, which can be found at [www.arlingtontx.com/BigIdea](http://www.arlingtontx.com/BigIdea). Videos less than two or over three minutes will not be evaluated.

### STEP 5 Submit an Entry

Complete and submit an Entry Form available at [www.arlingtontx.com/BigIdea/HS](http://www.arlingtontx.com/BigIdea/HS).

**ALL ENTRIES ARE DUE BY  
FRIDAY, MARCH 4, 2022**

## RECOGNITION & AWARDS

Win a fantastic prize package including high-end tech (iPad or Laptop) and gift certificates to local entertainment & restaurants. Also, your idea may be implemented as a city-wide program. What an AWESOME thing to have on your resume!

The TOP WINNERS and two guests will be invited to a private recognition ceremony in April 2022.

## ENTRY EVALUATION

Entries will be evaluated solely on the information presented in the video. However, documentation of your team's idea development and brainstorming is required. Evaluators will consist of entrepreneurs and community / business leaders from diverse disciplines. Please view the Team Checklist at [www.arlingtontx.com/BigIdea](http://www.arlingtontx.com/BigIdea) to ensure each component of the challenge is met. Each entry will be evaluated on the following:

- Organization of team within the outlined guidelines
- Innovation in solving the problem
- Collaboration among team members
- Team member participation
- Communication of the value proposition
- Communication of idea and its uses
- The viability of the idea presented
- Steps to effective implementation

The three teams who have demonstrated the most innovative and viable solution to the challenge question will be selected as our TOP WINNERS!

## CHALLENGE TIMELINE

November 2021 – City challenges released at [www.arlingtontx.com/BigIdea/HS](http://www.arlingtontx.com/BigIdea/HS)

March 4 – Entry form and video due by 11:59 p.m. CST

April 2022 – Top Winners announced

## FREQUENTLY ASKED QUESTIONS (FAQ)

### ELIGIBILITY AND PARTICIPATION

**Q: Does a student have to be enrolled in a business, marketing or entrepreneurship course to participate?** A: No. Students may participate in the contest regardless of the courses they are enrolled in.



### FORMING TEAMS

**Q: Are teams required to have an instructor sponsor?** A: No. While the support of a teacher is recommended, it is not required.

**Q: Are members of the team required to be in the same school or class?** A: No. Team members do not have to be from the same classroom, grade, school or organization, but all students must be currently enrolled in an AISD high school.

**Q: May a student participate with more than one team?** A: No. A student may only participate on one team.

**Q: How many entries may each team submit?** A: Each team is allowed to submit only one entry.

**Q: Is there a limit to the number of entries a class, school or organization may submit?** A: No. There is no limit to the number of entries a class, school or organization may submit. There is no limit to the number of teams a class, school or organization may have. Each student may only participate on one team. Each team may only submit one entry.

### EVALUATIONS

**Q: Will additional text in the submission form contribute to the evaluation?** A: No. The contest entry will be evaluated solely on the information presented in the video. However, documentation of your team's idea development and brainstorming is required. These include but are not limited to - notes, drawing, charts, whiteboard pictures, group emails/chats/texts, spreadsheets, word documents, outlines, mind maps, flow charts, etc. Submissions that do NOT include brainstorming documentation will NOT be evaluated.

### VIDEO TIPS

- MAP OUT YOUR PRESENTATION**
  - Plan and memorize a script to present.
  - Plan which team member is covering which part of the presentation and practice transitions.
  - Organize a list of video shots you want to incorporate.
- KEEP YOUR VIDEO SHORT AND CONCISE**
  - Offer information that is useful, informative and purposeful.
  - Provide points that are easy to understand (use charts or models if necessary).
- USE BACKGROUND MUSIC**
  - Add music when appropriate to help project a desired emotion.
  - Don't use music that will overpower your message.
- PLAY WITH CAMERA ANGLES AND SHOT RANGES**
  - Switch up the presentation's point of view throughout the pitch to keep viewers engaged.
  - Don't allow creativity to distract viewers from your message.
- CONDUCT A SOUND CHECK**
  - Ensure audio level is not too high or too low.
  - Eliminate background noise that can overpower your message.
- MAKE IT YOUR OWN**
  - Showcase your unique point of view to help your team stand out.
- EDIT FOR A FINISHED PRODUCT**
  - Make your presentation professional and exciting by using a video editing program. (Helpful Tip: find out how you can use your video production 1 resources on your home campus and/or the resources at the Dan Dipert Career+Tech Center to make your video look professional).
  - Check your school or public library for resources to enhance your presentation.
  - Ensure audio matches the video (there is nothing more distracting than sound that doesn't match the lip movements).
- Ensure your video uploaded correctly**
  - Check sound quality one final time
  - Ensure the video is right side up and audio matches the video

**ALL ENTRIES ARE DUE BY FRIDAY, MARCH 4, 2022**

# CONTEST ENTRY CHECKLIST

## TEAM ORGANIZATION

Team consists of 3 to 5 AISD students. Teams that do not meet the criteria will not be evaluated.

## INNOVATION

Team created a solution for one of the three provided challenges. Team's solution incorporates innovative thinking and creativity while addressing the needs of the City and the Arlington community (thinking outside the box)

## VIABILITY OF PROPOSED SOLUTION

Students demonstrate an understanding of the challenge and the critical thinking skills to create a solution.

Solution addresses the needs of the City and the Arlington community.

The solution is practical.

Students have outlined an implementation strategy (ex: they have researched and showcased steps to implementation.)

How does your solution translate into a new business that can be owned and operated in Arlington?

## COMMUNICATION

Presentation effectively conveys the solution to the challenge.

Presentation is organized and coherent.

## COLLABORATION & TEAMWORK

Contribution of each team member is clearly showcased.

Successful collaboration among members is apparent.

## IDEA DEVELOPMENT

Show the progression of your group's idea from start to finish. This can be submitted in an informal format including but not limited to notes, drawing, charts, whiteboard brainstorming, group communication/group chats/texts, spreadsheets, word documents, outlines, pictures, mind maps, flow charts, etc.

## VIDEO DEVELOPMENT

Video is between two and three minutes long. Videos shorter than 2 minutes or longer than 3 minutes will NOT be evaluated.



## ENTRY EVALUATION

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