

PARTNERS IN EDUCATION



Arlington
INDEPENDENT SCHOOL DISTRICT
More Than a Remarkable Education

WHAT'S YOUR

**BIG
IDEA?**

**ENTREPRENEURSHIP
CONTEST**

CONTEST SPONSORS



College of Business



Engineering

Watch and See How Entrepreneurs Change the World



2 minute 20 second YouTube video

Video is embedded in the image above so you can click on it to launch the video or use the following link <https://www.youtube.com/watch?v=OAqozev7ikU>

Things to Know as We Get Started!

- This PowerPoint will guide you and your students through the contest instructions from start to finish.
- This curriculum-based contest is a great activity to support and enhance the lessons being taught in the classroom already.
- This activity allows students to practice important writing skills and creativity in as little as 15 – 20 minutes.
- The contest is open to all AISD 3rd-8th grade students. Students may submit an essay or art advertisement on a separate sheet of 8.5x11 paper (***Larger entries will be disqualified***). Essays can be handwritten or typed (preferred).

Contest Guides: To access your grade appropriate student guide and entry form. Please check our BIG IDEA webpage www.arlingtontx.com/bigidea

UNLEASH Your Ideas!

The Greater Arlington Chamber of Commerce and AISD are searching for the most innovative and entrepreneurial students in AISD.

COULD THIS BE YOU?

Partners in Education



Arlington
INDEPENDENT SCHOOL DISTRICT
More Than a Remarkable Education

What's Your Big Idea? Entrepreneurship Contest



This contest offers 3rd-8th graders in the AISD the opportunity to dream and think big about entrepreneurial ideas!

You will need to come up with a product you could sell or a business you could create, own, and operate.

It's QUICK & EASY!

Demonstrate your grade appropriate knowledge with an idea of your own and WIN amazing prizes!

This contest is a great activity to support and enhance the lessons you are already learning in the classroom. Use the brainstorming tools in your **STUDENT GUIDE** to help you think about and organize your idea.



WIN Great Prizes!

All entries will be reviewed by the Greater Arlington Chamber of Commerce's Partners in Education Advisory Council and Business & Community Leaders.

FINALISTS: Students who demonstrate the best entrepreneurial spirit through their BIG idea will be selected as a student finalist and recognized at the **18th Annual What's Your Big Idea? Entrepreneurship Day Awards Ceremony** at the University of Texas at Arlington's College Park Center in **May 2024**.



TOP WINNERS: We will REVEAL our TOP WINNERS for first, second, and third place from each grade. The TOP WINNERS and their TEACHERS will be called back on stage to receive a great prize package! **Prize Package** includes gift certificates and/or tickets to Arlington attractions as well as a T-shirt and trophy.

FIRST PLACE WINNERS: Will receive a **SCHOLARSHIP** to attend the one-week exclusive **The Big Idea Lab Summer Camp** where they will learn what it really means to be an entrepreneur.



CELEBRATE!

18th Annual What's Your Big Idea Awards Ceremony

University of Texas at Arlington
College Park Center

May 2024

Details Coming Soon



Steve Jobs
Apple



Mark Zuckerberg
Facebook



Elon Musk
Tesla

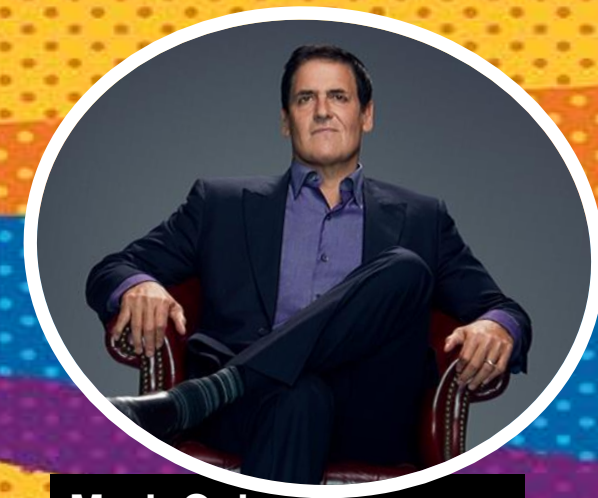


Kylie Jenner
Kylie Cosmetics

**Famous
Entrepreneurs
You May Know**



Tim Sweeney
Fortnite



Mark Cuban
Shark Tank Investor

What is INNOVATION?



Link to 1 minute 21 second video on innovation

Video is embedded in the image above so you can click on it to launch the video or use the following link <https://www.youtube.com/watch?v=5Uh1KxcpWz0>



IT'S TIME TO

TEACHERS

Please Pass Out the
STUDENT GUIDES

GET STARTED!

It's Your Turn to THINK!



What's your creative idea for a product you could sell or a business you could create, own, and operate?

Think about your daily life, school, community, and the world as you read the questions below...

- What is the most annoying problem you find at home? at school? on the road? at the store? while online shopping? while working on the computer?
- What doesn't work as well as you'd like it to?
- What problem(s) would you like to see solved?
- If you could invent something to make your life easier or something to help a family member or a friend, what would it be?

It's Your Turn to CREATE!



Think of an idea for a product or service to address the problem or opportunity you just identified.

You can use the brainstorming tools in your STUDENT GUIDE to help you organize your big idea!

Please note the brainstorming activity sheets are NOT an acceptable entry

Brainstorming Tools

THINK QUESTIONS: HOW TO COME UP WITH YOUR BIG IDEA

What's your creative idea for a product you could sell or a business you could create, own and operate?

Think about your daily life, school, community and the world as you read the questions below.

- What is the most annoying problem you find at home? at school? on the road? at the store? while online shopping? while working on the computer?
- What doesn't work as well as you would like it to?

- What problem(s) would you like to see solved?
- If you could invent something to make your life easier or something that could help a family member or friend, what would you invent?

Use the brainstorming tools on the next two pages to THINK about the problems you would like to solve, CREATE a product or service that could solve this problem and DEVELOP your business.

LET'S BRAINSTORM SOME BIG IDEAS!

THINK: Use the think questions on the previous page.

CREATE: Your product or service to resolve those issues.

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WHAT'S YOUR BIG IDEA?
ENTREPRENEURSHIP CONTEST

MY NAME IS _____ AND I HAVE A BIG IDEA FOR THE CONTEST!

Now that you have a big idea, you need to determine how it will satisfy the wants or needs of potential customers. Using the 4 P's of Marketing, also know as the Marketing Mix, you can figure out how your idea will work in real life. Use the brainstorming tool below to determine your Product, Place, Price and Promotion.

THE NAME OF MY BIG IDEA IS _____

THE 4 P'S OF MARKETING

PRODUCT
Describe your product or service and what it does. Who will use it and why.

PRICE
What prices will you charge for your product or service? How much will it cost to make or provide?

PLACE
Where will you sell your product or service? In a store? Online? Will someone else sell it?
Ex. Walmart, Amazon

PROMOTION
What advertising or promotional activities will you use to attract customers?

There are brainstorming activities in your STUDENT GUIDE for you to use as a tool to help you develop your big idea!

Hint: Answer & include the “4 P’s of Marketing” in your final essay or incorporate them into your advertisement!

Please note the brainstorming activity sheets are NOT an acceptable entry

Almost THERE...



Now use your notes and brainstorming tools to outline and DEVELOP your final essay or art submission!

Essay Requirements

- Must be less than 300 words
- Neatly hand-written or typed (preferred) on a separate 8.5x11 sheet of paper

Art Requirements

- Two options: Print or Commercial
- Both must include a headline, copy, illustration and logo
- Print: Size must be 8.5x11
- Commercial: Must be 30-90 seconds

Please remember the brainstorming activity sheets are NOT an acceptable entry

It's Time to SUBMIT Your Entry!



Final Submission

- Completed Entry Form with parent/guardian signature. (Must be pg. 1 stapled to essay or art submission)
- Neatly hand-written or typed (preferred) on a separate piece of paper.
- Art must be on a separate 8.5x11 sheet of paper.

Please remember the brainstorming activity sheets are NOT an acceptable entry

ENTRY FORM

ALL PHYSICAL SUBMISSIONS MUST HAVE THIS FORM STAPLED AS PAGE 1 OF THE CONTEST ENTRY.

ARLINGTON ISD & GREATER ARLINGTON CHAMBER
WHAT'S YOUR BIG IDEA?
ENTREPRENEURSHIP CONTEST

Student's First & Last Name: _____ PLEASE PRINT NEATLY

Student ID #: _____ LUNCH CODE Grade: _____

Media Consent & Release for Minor Children (Must be signed by parent/guardian for students under 18 years of age). Your student's name, photograph, video footage and/or work may be used for the "What's Your Big Idea?" Entrepreneurship Contest purposes including but not limited to Programs, Video Presentations and Websites.

Parent/Guardian's First & Last Name: _____ PLEASE PRINT NEATLY

Parent/Guardian's Signature: _____ SIGNATURE REQUIRED

Phone Number: _____ INCLUDE AREA CODE

School Name: _____ PLEASE PRINT NEATLY

Teacher's First & Last Name: _____ PLEASE PRINT NEATLY

Contest Category: SELECT ONE

Contest Language: SELECT ONE
ENGLISH SPANISH

If you are entering both categories, you must submit two separate, complete entries.

Questions: please contact cte@aisd.net

Submit Online and View the Comprehensive Contest Guide at arlingtontx.com/bigidea

CONTEST RULES **ENTRIES DUE: JANUARY 12, 2024**

All entries should be submitted no later than Friday, January 12, 2024, either by delivering them to the Greater Arlington Chamber of Commerce, 505 E. Border Street, Arlington, TX 76010 or electronically.

Each entry must reflect the theme for the appropriate grade level. Students may enter in one or both categories, but must provide a separate entry form for each entry.

All essay entries must be less than 300 words, typed (preferred) or handwritten neatly on 8.5 x 11 paper.

All art entries must be original drawings and/or computer graphics. Art may not be 3D and must be on 8.5 x 11 paper—no legal sized paper or poster boards allowed. Larger Entries will be disqualified. (organizational and judging purposes)

Each entry must have the entry form stapled as page one of the student's submission including the student name, school, grade, student ID#, category (essay or art), teacher who is providing contest direction and parent/guardian's name, signature and phone number. No identifying information should be included in the body of the essay or be visible on the artwork as these items may be used during the ceremony presentation.

Essays will be judged by the Greater Arlington Chamber and the Chamber's Partners in Education Advisory Council on the basis of grade-appropriate focus and coherence, organization, development of ideas, voice and conventions (grammar, spelling and punctuation).

Art will be judged on basic principles of art and advertisement effectiveness.

UTA CONTEST SPONSORS UTA
College of Business College of Engineering

Submission DEADLINE!

DEADLINE
January 12, 2024

Submit physical entries by delivering them to the Greater Arlington Chamber of Commerce, 505 E. Border Street, Arlington, TX 76010.

To learn how to submit your electronic entries, please visit www.arlingtontx.com/BIGIDEA.

*Contest entries will be judged by the Greater Arlington Chamber of Commerce Partners in Education Advisory Council and members of the local business community.

For more information or if you have any questions, please contact the Career & Technical Education Department at
CTE@AISD.net

WE CAN'T WAIT

GOOD LUCK!

TO SEE YOUR BIG IDEA!