

**WHAT'S YOUR  
BIG  
IDEA?**

**ENTREPRENEURSHIP  
CONTEST**

**3RD - 6TH GRADE**

## ABOUT THIS ESSAY & ART CONTEST



Unleash your ideas! Imagine, create and invent a new product and make your mark on the world. Entries about your BIG IDEA can be in the form of original artwork or an original essay. The Essay/Art Contest is open to 3rd - 6th grade students who attend the Arlington ISD.

**How to Enter:** You can enter the contest two ways: Submit your entry digitally at [arlingtontx.com/bigidea](http://arlingtontx.com/bigidea). Or, you can submit a physical essay or art piece with the official Entry Form as page 1 (see last page) along with a typed or neatly handwritten essay (typed preferred) or advertisement design on a separate sheet of 8.5 x 11 paper.

<b>3RD</b>	<p><b>ESSAY:</b> What's your creative idea for a product you could sell or a business you could create, own and operate in <b>Arlington</b>?</p> <p><b>ART:</b> Create an advertisement for a product you could sell or a business you could own and operate in <b>Arlington</b>.</p>	<b>5TH</b>	<p><b>ESSAY:</b> What's your creative idea for a product you could sell or a business you could create, own and operate in the <b>USA</b>?</p> <p><b>ART:</b> Create an advertisement for a product you could sell or a business you could own and operate in the <b>USA</b>.</p>
<b>4TH</b>	<p><b>ESSAY:</b> What's your creative idea for a product you could sell or a business you could create, own and operate in <b>Texas</b>?</p> <p><b>ART:</b> Create an advertisement for a product you could sell or a business you could own and operate in <b>Texas</b>.</p>	<b>6TH</b>	<p><b>ESSAY:</b> What's your creative idea for a business you could create, own and operate anywhere in the <b>world</b>?</p> <p><b>ART:</b> Create an advertisement for a product you could sell or a business you could own and operate anywhere in the <b>world</b>.</p>

## YOU COULD WIN SOME FANTASTIC PRIZES FOR YOUR BIG IDEAS!

**Finalists:** Students who demonstrate the best entrepreneurial spirit through their big idea will be selected as student finalists and recognized at the 18th Annual "What's Your Big Idea?" Entrepreneurship Contest Awards Ceremony at the University of Texas at Arlington College Park Center in **MAY 2024**.

**Top Winner Prizes:** We will also reveal our TOP WINNERS for first, second, and third place from each grade and category. The TOP WINNERS and TEACHERS will be called back on stage to receive a great prize package including gift certificates and/or tickets to Arlington attractions, a T-shirt and trophy.

**First Place Grand Prize:** This year's FIRST PLACE winners will receive a scholarship to attend the exclusive, one-week "The Big Idea Lab" Summer Camp where they will learn what it really means to be an entrepreneur.

**Top Schools:** Help your school earn their bragging rights as we will also be announcing our TOP SCHOOL awards! The more students who participate the better your school's chances!!

**ENTRIES DUE: JANUARY 10-12, 2024**

**VISIT [ARLINGTONTX.COM/BIGIDEA](http://ARLINGTONTX.COM/BIGIDEA) TO LEARN HOW TO SUBMIT YOUR ENTRY!**

## CONTEST RULES

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.

For more information, contact the CTE Department at [cte@aisd.net](mailto:cte@aisd.net).

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WHAT'S YOUR  
**BIG  
IDEA?**

ENTREPRENEURSHIP  
CONTEST

## YOUR BIG IDEAS ARE YOUR SUPER POWER!

It is easier than ever for kids to make their mark. Around the world, kids and young adults, are unleashing their ideas and making a difference in the world and making money! It all starts with just ONE BIG IDEA! The Internet and Social Media (things like Facebook) have opened the global marketplace to entrepreneurs of all ages. There are many resources online to help young entrepreneurs get started.

### DEVELOP YOUR BIG IDEA VOCABULARY

#### ENTREPRENEUR

A person who organizes and operates one or more businesses

*Nearly 70% of American **entrepreneurs** start their businesses from home.*

#### FREE ENTERPRISE SYSTEM

Operating a business with little interference from the government

*The U.S.A. has a **free enterprise system**, a privilege not enjoyed in every country.*

#### INNOVATION

A new method, idea or product

*New **innovations** in car technology are designed to save energy.*

### KIDS LIKE YOU HAVE TURNED THEIR IDEAS INTO SUCCESS

#### ALINA MORSE

Like other 7-year-olds, Alina loved candy, but she knew it was bad for her. In 2014, she created her own line of lollipops sweetened without sugar called Zollipops. She went on Shark Tank to pitch her business ideas, and now sells candy on Amazon and at Whole Foods. She was even invited to the White House by First Lady Michelle Obama twice!

#### ROBERT NAY

In 2010, a new mobile game called *Bubble Ball* overtook *Angry Birds* as the most downloaded free game on the app store with 1 million downloads. At 14, Robert learned everything he needed to know to build a mobile gaming app in his local public library. Through research, he wrote 4,000 lines of code for *Bubble Ball* in just one month.

#### Did You Know:

You could win an amazing prize pack of goodies as well as a scholarship to entrepreneurship camp if you win the contest!

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# WHAT'S YOUR BIG IDEA? ENTREPRENEURSHIP CONTEST

## HAVE FUN EXPLORING YOUR BIG IDEAS

### PAST ARLINGTON KID ENTREPRENEURS THAT WON

In 2012, an AISD student just like you entered this contest with a big idea of their very own, and it is used in Arlington today. Can you imagine? This could be YOU! A third grader came up with the **Disappearing Pothole Machine**. The machine was invented to snap a picture of a pothole, record the GPS location and send that information to the City of Arlington engineers for repair. Her ONE idea has created a city-wide pothole initiative here in Arlington.

**Roadside Pet Rescue:** allows homeless or lost animals a protective place to stay on the side of the road until they can be rescued.

**Pencil 3000:** using voice command the electronic pencil powered by a mobile phone writes in multiple languages and proper grammar.

### HERE'S SOME INSPIRATION TO GET YOU STARTED

#### WRITE ABOUT YOUR BIG IDEA

**What do you sell?** Describe your big idea to us. Is it a specific product people can buy? Or, is it a service that you offer to them?

**Who are your customers?** Tell us about who you think would purchase your product or service - Adults or kids? Boys or girls? Someone with a specific need? Is it for families or for one person?

**Why is your idea so special?** Tell us how your product is different from others that already exist. What companies would you consider your competition?

**How do you plan to tell people about your product or service?** Explain how you want to communicate with your potential customers. Commercials on TV or YouTube? Advertising in newspapers or magazines? An event for people to experience your product or service?

**How will you manage your business?** Describe how you would run your business. Will you have an online store? Or a shop that people can visit in person?

#### CREATE AN ADVERTISEMENT

**What do you sell?** Your advertisement needs to showcase your big idea. Is it a specific product people can buy? Or, is it a service that you offer?

**Who are your customers?** Your advertisement should match the personality of the people you think would purchase your product or service - Adults or kids? Boys or girls? Someone with a specific need?

**Why is your idea so special?** Illustrate why your product is unique from others that already exist.

**Make sure you include the basics of advertising!**  
**This could be a magazine ad or a commercial.**

Headline: A brief saying that gets the readers' attention.

Copy: The words in the ad that explain your big idea.

Illustration: A photograph or drawing that gets the readers' attention.

Logo: Design a distinctive symbol for a business such as Nike's swoosh or McDonald's golden arches.

### ENTREPRENEURSHIP RESOURCES IN ARLINGTON



The Arlington ISD Dan Dipert Career and Technical Center and Agricultural Science Center offer state-of-the-art courses in career and technical fields to students from all six comprehensive high schools.

The Career and Technical Center and Agricultural Science Center accommodates 6,000 students every two days in programs such as animation, architecture, automotive, biomedical science, broadcasting, cosmetology, construction, culinary/hospitality, engineering, entrepreneurship, Fire Academy, graphic design, health sciences, horticulture, information technology, law enforcement, photography, precision manufacturing and welding.

# ENTRY FORM

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



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](mailto:cte@aisd.net)

Submit Online and View the  
Comprehensive Contest Guide at  
[arlingtontx.com/bigidea](http://arlingtontx.com/bigidea)



## CONTEST RULES

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