

WHAT'S YOUR

**BIG
IDEA?**

**ENTREPRENEURSHIP
CONTEST**

7TH - 8TH GRADE

PARTNERS IN EDUCATION

ABOUT THIS ESSAY & ART CONTEST



Unleash your ideas! The Greater Arlington Chamber of Commerce and the AISD are searching for the most entrepreneurial and innovative teens in AISD. Imagine, create and invent a new product or business and make your mark on the world in The “What’s Your Big Idea?” Entrepreneurship Contest. This essay and art contest is open to 7th and 8th 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. 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.

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.

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’s College Park Center in **MAY 2024**.

Top Winner Prizes: We will also make a very BIG announcement as we reveal our TOP WINNERS for first, second, and third place from each grade. 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 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.

Entries 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.

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WHAT'S YOUR
BIG
IDEA?

ENTREPRENEURSHIP
CONTEST

HAVE FUN EXPLORING YOUR BIG IDEAS

DEVELOP YOUR BIG IDEA VOCABULARY

PROTOTYPE: A first, typical or preliminary model of something

A product **prototype** is presented to potential investors to illustrate why they should fund the business venture.

VALUE PROPOSITION: An innovation, service or feature intended to make a company or product attractive to customers.

The **value proposition** of Disney+ is unique content only available to Disney+ users like Disney Animation Studios, Pixar, Marvel and Star Wars.

ELEVATOR PITCH: A brief speech that outlines an idea for a product, service or project.

She gave an **elevator pitch** to explain the value proposition of her startup company.

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.



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WHAT'S YOUR BIG IDEA?

MY BIG
IDEA IS: _____

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 known 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.

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CONTEST

THIS FORM WILL NOT BE ACCEPTED AS A CONTEST ENTRY.

THE 4 P'S OF MARKETING



PRODUCT

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



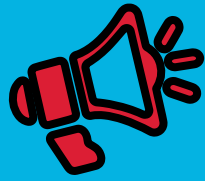
PRICE

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 or Amazon



PROMOTION

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

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 #: _____ Grade: _____
LUNCH CODE

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



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



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