



## ENTREPRENEURSHIP COMPETITION FOR HIGH SCHOOL STUDENTS

**EMPOWERING** THE NEXT GENERATION OF **HIGH SCHOOL ENTREPRENEURS**  
TO **IDEATE**, **COLLABORATE** AND **DELIVER** NEW IDEAS.

[www.be-entrepreneurial.org](http://www.be-entrepreneurial.org)

## be<sup>E</sup> Participant's Guide

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## 1. Event Overview

The College of Business at The University of Alabama in Huntsville (UAH) in collaboration with D. S. Davidson Invention to Innovation Center (I2C) is happy to present **be<sup>E</sup> [be Entrepreneurial]** – the Entrepreneurship Competition for High School Students.

The mission of be<sup>E</sup> is to empower the next generation of high school entrepreneurs to ideate, collaborate and create new business plans. Teams of talented students, supported by their teachers and tutored by professional mentors, will compete in a business idea challenge with the opportunity to win cash and prizes.

## 2. Registration

The be<sup>E</sup> competition is open to individuals who are registered as student at a high school. All the interested students in order to participate have to register. Visit [www.be-entrepreneurial.org](http://www.be-entrepreneurial.org) to register today!

Please register as an INDIVIDUAL (Student, Parent or School Representative). Parents, High School Staff, Teachers, Directors and Representatives can register and support teams but are not eligible to compete. Teams will be created autonomously by participants before submitting an idea and without the intervention of be<sup>E</sup> staff. Communication from be<sup>E</sup> staff will occur throughout the competition.

## 3. Price

The event is free. Please read the “be<sup>E</sup> Terms and Conditions of Attendance and Participation” for further details.

## 4. Teams

A major focus of be<sup>E</sup> is collaboration. Students will work as part of a team to improve the submitted idea and turn it into a successful Pitch Presentation.

### ***Team Formation***

It is not necessary to be part of a team in order to register for the event. Each High School has a sponsor who will help facilitate team formation for those who do not already have one. Ask your teacher or write us to know your school sponsor. Teams will consist of groups of 3-5 students and we encourage to favour a diversity of skillsets and perspectives when forming teams. Teams of participants will be supported by their teachers during the whole process from the Idea Submission to the Grand Finale Ceremony.

## 5. Idea Submission

Each team must submit their idea which consists of the following components:

- Team Composition;
- High School Details;
- Advisors;
- Idea Description.

The deadline for the Idea Submission is September 30<sup>th</sup>. To submit your idea visit [www.be-entrepreneurial.org](http://www.be-entrepreneurial.org). There is not limitation to participants’ creativity. Be smart. Be Innovative. Challenge yourselves.



## 6. Mentorship

All the participant teams will benefit from two coaching sessions with expert mentors. The meetings will take place at the High Schools and it will be responsibility of High Schools' sponsors to provide a calendar with available dates.

## 7. The Grand Finale

The Grand Finale will be hosted on **Friday October 25<sup>th</sup>** at the **College of Business of the University of Alabama in Huntsville**, 301 Sparkman Drive Northwest Huntsville, AL 35899. The event will start at 9:00am and end at 2:00 pm. During the Grand Finale Ceremony, the finalist teams will compete in a semi-final and final round of presentations followed by the Award Ceremony. The Grand Finale is an event for everybody, and will offer a wide array of additional activities including keynote speakers, workshops and networking.

### ***Grand Finale Registration and Check-in***

Registration, Check-in and light breakfast starts at 8:00 a.m. in the College of Business lobby located at University of Alabama in Huntsville, 301 Sparkman Drive Northwest Huntsville, AL 35899. Printed tickets won't be necessary, all tickets are electronic; however, all the participants must bring all signed waivers with them. Students without signed waivers won't have the possibility to participate at the event. Visit [www.be-entrepreneurial.org](http://www.be-entrepreneurial.org) to download the forms.

### ***Transportation***

The transportation to and from the venue on October 25<sup>th</sup> for the Grand Finale event will be organized by the participating High Schools. UAH won't offer any transportation service. All the participants have to check with their teachers and sponsor for details.

## 8. Idea Competition Procedure

be<sup>E</sup> is an entrepreneurship competition that seeks to inspire and empower the next generation of high school entrepreneurs to ideate, create and launch new ventures. Teams of students will work together and with their mentors to improve the submitted business ideas and prepare an effective presentation for the semi-final and final round.

### ***Selection Rounds and Judging Criteria***

The be<sup>E</sup> competition is organized in 4 rounds of selection.

#### **1° Round - Opening Selection**

##### Selection Criteria

- Compliances with Submission Guidelines: 1) all the members of the team must [register](#) for the event; 2) Each team has to [submit](#) a business idea completing the be<sup>E</sup> form by September 30<sup>th</sup>.

#### **2° Round - Preliminary Selection**

##### Judging Criteria

- Originality;
- Business potential;
- Feasibility.

#### **3° Round - Semi-final**

##### Judging Criteria

- Originality;
- Business potential;
- Feasibility;
- Presentation Quality.

## 4°Round- Final

### Judging Criteria

- Originality;
- Business potential;
- Feasibility;
- Presentation Quality.

### ***Judging Criteria***

**#Originality:** ability to propose something new and/or different than the offer currently present in the market. Does your idea propose something that isn't being addressed by the market?

#### **Tips for improve the originality of your idea:**

- Remember that to be original you do not have to propose something revolutionary as long as you generate a value to your potential consumers that nobody else is providing. To score highly on this criterion, it is very important to know the current state of the market, to know the "competitors" that are already addressing your same issue and to clearly communicate to the judges why your idea adds value to what the competitors are doing.

**#Feasibility:** the extent to which the idea can be successfully realized. Does the idea have clear, realistic and achievable goals?

#### **Tips for improve the feasibility of your idea**

- To score highly on this criterion it is important to think of an idea that proposes a solution to the consumers' need that can be concretely realized and implemented. You have to show to the judges that you know what are the steps needed to practically turn your idea into a concrete product/service.

**#Business potential:** the extent to which the idea can succeed and be easily adopted by consumers and employed in their everyday lives.

#### **Tips for improve the feasibility of your idea**

- In order to score highly on this criterion, it is important to know your market segment and your competitive advantage. Who are your consumers? What do they like? What do they do? Why they should choose you over the competitors? Why will they adopt your idea in their lives? Are you the first mover in the market proposing something revolutionary? Are you solving a problem that other competitors are already solving but in a different and innovative way?

**#Presentation Quality:** the ability to present and communicate your idea with clarity, completeness, and persuasiveness and to respond exhaustively to the judges' questions.

#### **Tips for improve the quality of your presentation**

- To score highly on this criterion it is important to follow the beE presentation form, to create slides clean with few words: don't use 10 words when 5 are enough. The mentorship sessions are a unique opportunity to improve the presentation quality, attend and pay attention to your mentor's tips.

The semi-final and final round will take place during the Grand Finale Event on October 25<sup>th</sup>. The opening and preliminary round will start immediately after the closure of the Idea Submission (September 30<sup>th</sup>)



and will determine the semi-finalist teams. Communication from be<sup>E</sup> staff will occur throughout the competition.

**Five questions that you should try to answer preparing your presentation:**

- 1. What's the PROBLEM?
- 2. What's your SOLUTION?
- 3. Do you have a MARKET?
- 4. Who is the COMPETITION?
- 5. What makes you so SPECIAL?

## 9. Prizes

**TEAMS:** we will be awarding up to \$3,000 in cash and prizes to participant teams.

**TEACHERS:** we will honor the teacher effort with the Best Teacher Award, an important career recognition and \$100 gift card.

## 10. Pitch Presentation

Final Pitch Presentations have to follow the be<sup>E</sup> form and will be strictly limited to 5 minutes with an additional 2 minutes for questions from the judges.

## 11. Eligibility

To qualify for prizes teams must have at least two members present throughout the event and at least two members are required to present during the semi-final and (eventually) final round.

## 12. Schedule of the Grand Finale Event

Coming soon.

## 13. FAQ

### **What is be<sup>E</sup> [be Entrepreneurial]?**

be<sup>E</sup> is a business idea competition. It is an event in which students can learn, create, interact with UAH faculty, staff and students, experience the college life and challenge themselves through innovation and creativity.

### **Who can participate?**

Only High School students can submit an idea and compete. However, the Grand Finale on October 25th is an event for everybody, you just need to register to attend.

### **Do I need to pay to participate?**

The event is free.

### **What if I do not have a team?**

If you do not have a team but want to compete, please register for the event and contact the beE sponsor in your school. They will help you find a team.

### **Who is a beE school sponsor and how can I identify a sponsor for my school?**

The beE school sponsor is a person (teacher or other school representative) who works closely with the beE staff and is your point of contact for inquiries related to the competition. Ask your teachers or write us to know who is the sponsor in your school.



**Do you offer travel reimbursements?**

Unfortunately, we are not offering travel reimbursement. Your school will secure their own transportation to and from the event.

**Who will be there?**

Students, professionals, scientists and other invited guests.

**Will the media be there?**

We are working with media to cover the event. UAH, I2C and RISE staff will be publicizing beE through social media channels. Additionally, UAH communications staff and RISE will be taking photos and video to document and promote the event. Participants will be required to sign a release form. Minors will need the signature of a parent. Visit [www.be-entrepreneurial.org](http://www.be-entrepreneurial.org) to download the forms.

**What can I win?**

Up to \$3,000 in cash and prizes!