



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

be^E Participant’s Guide

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1. Event Overview

The Invention to Innovation Center (I²C) is happy to present **be^E [be Entrepreneurial]** – the Entrepreneurship Competition for High School Students.

The mission of be^E 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^E competition is open to individuals who are in high school or currently being home-schooled in the state of Alabama. Students can apply to participate in be^E by visiting www.be-entrepreneurial.org.

Teams will be created autonomously by participants before submitting an idea and without the intervention of be^E staff. Communication from be^E staff will occur throughout the competition.

3. Price

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

4. Teams

A major focus of be^E 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

Each participating team must have a sponsor (if home schooled - parent / guardian / home-school teacher) 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 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 December 7th. To submit your idea visit 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 online and it will be responsibility of team / sponsor to contact us to schedule a session. Sessions are ongoing until December 9th.

7. The Grand Finale

The Grand Finale will be hosted online on **Thursday December 10th between 9am – 2pm**. Each qualifying team will be given a time slot for their presentation. Details will be communicated no later than December 8th, once the semi-finalists have been shortlisted.

8. Idea Competition Procedure

be^E 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^E competition is organized in 4 rounds of selection.

1° Round - Opening Selection

Selection Criteria

- Each team has to [submit](#) a business idea completing the be^E form by December 7th.

2° Round - Preliminary Selection

Judging Criteria

- Originality;
- Business potential;
- Feasibility.

3° Round - Semi-final (Qualified semi-finalist participants will be invited to present on Dec 10th, 2020)

Judging Criteria

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

4° Round- Final (Qualified finalist participants will be invited to present at Grand Finale on Dec 10th, 2020)

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 be^E 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 December 10th. The opening and the preliminary round will start immediately after the closure of the Idea Submission on December 7th and will determine the semi-finalist teams. Communication from be^E 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 \$3000 in cash and prizes to participant teams.

TEACHERS: we will honour the teacher effort with the Best Teacher Award, an important career recognition.



10. Pitch Presentation

Final Pitch Presentations have to follow the be^E 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^E [be Entrepreneurial]?

be^E is a business idea competition for high-school students.

Who can participate?

Only High School students can submit an idea and compete.

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 contact the be^E sponsor in your school. They will help you find a team. If you are home-schooled, please contact us at i2c@uah.edu to discuss further.

Who is a be^E school sponsor and how can I identify a sponsor for my school?

The be^E school sponsor is a person (teacher or other school representative) who works closely with the be^E 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. If home-schooled, your sponsor can be your parent, guardian or home-school teacher.

Who will be present at the online event?

Students, judges, mentors and other invited guests.

Will the media be there?

We are working with media to cover the event. UAH and I²C will be publicizing be^E through social media channels. Participants will be required to sign a media release form. Visit www.be-entrepreneurial.org to download the forms.

What can I win?

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