



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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#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, 2021. The opening and the preliminary round will start immediately after the closure of the Idea Submission on December 7th, 2021 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: Chance to win CASH from a \$3,000 prize pool.

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 7 minutes with an additional 3 minutes for questions from the judges. For your benefit we have included a presentation template on the be^E website. This template captures all aspects of presenting your idea in the most succinct manner. Feel free to make your own. Also, it is not mandatory to use this template. It is merely a guideline to help teams out.

11. Eligibility

To qualify, teams must have at least two (2) members present throughout the event and at least two members (2) 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. A team must have a minimum of two (2) high-school students to qualify.

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.

Can a team consist of high school students from different schools? Yes. You are free to form a team with high school students from different schools as long as you have a sponsor. A sponsor can be a teacher or a school representative, parent or guardian of one or more members on your team.

Will my team have the opportunity to work with a be^E Mentor? Yes absolutely! We encourage teams to contact us for mentoring. It's a great way to engage with an expert who can help you fine-tune your pitch and answer questions as needed.

How do we get access to the be^E curriculum? Teachers, parents or guardians can contact us for the be^E curriculum. Upon request, we will provide the content files via email.

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? Chance to win CASH from a \$3,000 prize pool.