



# YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

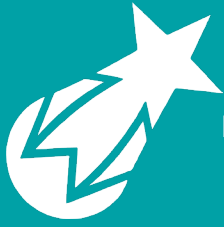
2022-2023 RESOURCE GUIDE



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Scan here to learn why the Youth Entrepreneurship Challenge (YEC) Series is such a powerful method to activate young people in entrepreneurship.

Video Produced by Sprout Creative



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### Resource Packet for 2022-2023 Local Entrepreneurship Competitions

*This booklet contains examples and templates your community team may find helpful as a reference as you plan a local entrepreneurship competition, as part of the Youth Entrepreneurship Challenge Series. These documents are either real tools used in entrepreneurship competitions in the past, or based on real tools. Many E-Communities have contributed their processes and wisdom to these templates. They are yours to adapt as you see fit and you are welcome to update them, use them directly, be inspired by them, or otherwise utilize them in the planning of your local entrepreneurship competition.*

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#### More Information

For more information, please consult your region's assigned NetWork Kansas E-Community Regional Manager, or contact Bailee Henry, Senior Product Manager, E-Community Programs at [bhenry@networkkansas.com](mailto:bhenry@networkkansas.com). Visit [www.youthshipchallenge.com](http://www.youthshipchallenge.com) for updates.



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### 2022-2023 YEC Series Requirements & Important Dates

*Communities hosting local-level entrepreneurship competitions may apply for a sanction to have their event be part of the “Youth Entrepreneurship Challenge Series” culminating in a statewide youth entrepreneurship competition (KEC). Community entrepreneurship competitions must meet certain guidelines in order to qualify as part of the Series and to be eligible to use E-Community grant funds to pay for part or all of the competition.*

#### Important Dates

November 11, 2022 – Deadline for YEC Series online sanction applications due to NetWork Kansas

March 20, 2023 – Cut-off for sanctioned community entrepreneurship competitions to be held

March 20, 2023 – Wildcard Entries for KEC State Championship Due

March 31, 2023 – Executive Summaries for KEC State Championship Due

April 20, 2023 – KEC State Championship

#### Requirements for all Events

Local entrepreneurship competitions must meet **all** of the following requirements in order to qualify as part of the Youth Entrepreneurship Challenge Series.

- 1.) The physical location of the competition must be in Kansas. If needed, competitions may go virtual.
- 2.) The participating students must be enrolled in a Kansas middle school, high school or high school equivalent. (Any exceptions must be approved by NetWork Kansas in advance).
- 3.) The competition must be open to students enrolled in one or more grades between 9-12 or an equivalent. The competition may be open to others but at least one of these grades must be represented. *Ex. 7-12th, 9-12th, 10th grade only, or 6-9th grades are all acceptable competition structures.*
- 4.) The competition must include a written Executive Summary following the provided “Executive Summary Guidelines” and a 4-minute Presentation, which can be delivered in the tradeshow, or in a separate phase of competition. The competition **may** also include one or more of the following in-person components: elevator pitch, tradeshow, and/or other event.
- 5.) The competition must reserve at least one judging spot for an active member of the Kansas Masons.
- 6.) The competition should follow the Marketing Guide on VentureDash.
- 7.) Prizes are not mandatory, but competitions offering prizes **must not** exceed a total of \$3,500 in prizes, and **must not** exceed \$1,500 for first place, \$1,250 for second place, and \$1,000 for third place. No other prize should exceed \$1,000.
- 8.) The competition must apply for a sanction from NetWork Kansas, either by the deadline of November 11, 2022 or **before the event is held, if an event occurs prior to November 11. Only events awarded a sanction by NetWork Kansas will be considered part of the YEC Series.**
- 9.) The competition must take place between August 1, 2022 and March 20, 2023.
- 10.) The competition host must agree to pay a fee of \$1,500 to NetWork Kansas if the event is awarded a sanction. If an E-Community organizes the event, the fee of \$1,500 is waived for the 2022-2023 YEC Series as a benefit of the E-Community Partnership.\*
- 11.) A student may compete in only one local event per 2022-2023 YEC Series. A student may only submit one business concept per competition.
- 12.) Communities may only organize or participate in one local event per the 2022-2023 YEC Series, unless compelling reasons for more than one competition exist. Approval must be given by NetWork Kansas in advance.

*\*In partnership with the Dane G. Hansen Foundation, any non-E-Community within the Dane G. Hansen service area hosting a YEC will have the \$1,500 sanction fee paid for.*



## NETWORK KANSAS

### **YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES** **2022-2023 YEC Series Requirements & Important Dates**

#### **About**

The Youth Entrepreneurship Challenge (YEC) Series is a NetWork Kansas program. NetWork Kansas is a nonprofit 501(c)(3) organization. Any fees or donations for the YEC Series support program costs. Copyright 2012-2022, NetWork Kansas, all rights reserved. For more information, visit [www.youthshipchallenge.com](http://www.youthshipchallenge.com)

#### **Benefits for all Events**

- All sanctioned events will gain access to a suite of tools and resources from NetWork Kansas and KSU, including entrepreneurship videos and a resource kit for planning and hosting a local competition, with full access to VentureDash, a digital tool for planning, organizing, and running a youth entrepreneurship competition with supplemental resources for classroom curriculum.
- All sanctioned events will earn one guaranteed spot at the KEC to be used by the 1st place business or a first alternate.
- All sanctioned event participants may also compete for **up to** 15 wildcard spots at the KEC.

#### **Kansas Entrepreneurship Challenge (KEC) - State Championship**

For full KEC information, please refer to K-State's Kansas Entrepreneurship Challenge website: <https://cba.k-state.edu/kec>

#### **E-Communities & the YEC Series**

For NetWork Kansas E-Communities submitting a sanctioned event, the following additional guidelines must be observed, in addition to the "Requirements for all Events", in order to access E-Community grant funds (issued on a first-come, first-served basis until depleted) to pay for the event. Sanctioned E-Community events are permitted to use grant funds to pay for the cost of hosting an event, educational materials, prizes, travel fees, and other costs associated with hosting a sanctioned YEC Series competition.

#### **Additional Requirements for E-Community YEC Events:**

- At least one member of the local E-Community leadership team and/or financial review board must help organize and/or host the entrepreneurship competition. This person will work with guidance from their E-Community Regional Manager to set up the event.
- E-Community events must take place in the geographic boundaries of an E-Community, even if they choose to admit participants from beyond that geographic area.
- E-Communities must invite a local or regional public sector business resource partner to participate in the process as a committee member, educational resource, mentor, and/or judge. Partners may come from these organizations: KSBDC, SCORE, Kansas Department of Commerce, Certified Development Companies, Kansas Main Street, USDA, City or County Economic Development organizations, college or university business department instructors.
- E-Communities hosting a sanctioned event should establish a working group or committee as a subset of the leadership team to organize the event. The committee can have members from outside the leadership team.



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

### 2022-2023 YEC Series Requirements & Important Dates

- E-Communities should include private sector business resource partners as committee members, resources, mentors, or judges such as bankers, attorneys, insurance, accountants, and entrepreneurs.
- E-Communities should connect students to mentors, which could include leadership team and/or financial review board members, resource partners, entrepreneurs, bankers, public officials, etc.

#### **Additional Benefits for E-Community YEC Events:**

- As a benefit of the E-Community Partnership, **the \$1,500 sanction application fee is waived** for the 2022-2023 Series.
- All E-Community sanctioned events will receive a \$250 prize sponsored by NetWork Kansas for the school or classroom of the 1st place student.
- E-Communities gain access to additional assistance from their regional E-Community representative to plan and host the event.
- E-Communities will be provided a judge for their local event by NetWork Kansas if needed.
- E-Communities may gain access to additional travel grant funds to pay for state competition travel expenses if needed.

#### **More Information**

For more information, please consult your region's assigned NetWork Kansas E-Community Regional Manager, or contact: Bailee Henry, Senior Product Manager, E-Community Programs, at [bhenry@networkkansas.com](mailto:bhenry@networkkansas.com). Visit [www.youthshipchallenge.com](http://www.youthshipchallenge.com) for updates.

*\* E-Communities may use grant funds to pay for part or all costs incurred in hosting a youth entrepreneurship competition that meets the YEC Series qualifications. Grants are issued on a first-come, first-served basis until funds are depleted. Funds may only be issued after completing a sanction application. Exemptions to one or more requirements might be granted on a case-by-case basis. Competitions being held outside an E-Community will not be able to access E-Community grant funds or other NetWork Kansas funds to pay for the cost of hosting a competition. Contact [bhenry@networkkansas.com](mailto:bhenry@networkkansas.com) to discuss.*



## NETWORK KANSAS

# YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

## 2022-2023 YEC Series Requirements & Important Dates

### Sanction Form Guide

The following questions must be answered to complete the NetWork Kansas YEC Sanction Application. This application is required and must be completed in order to have your local event sanctioned as part of this year's Series. The application helps to ensure that you understand and will abide by the rules regarding the structure of local competitions. It is also required in order for E-Communities to use grant funds (available on a first-come, first-served basis until gone) to pay for event expenses. Only events that are sanctioned are officially part of our YEC Series and can qualify winners to compete at the KEC State Championship.

**Note:** This paper guide does **NOT** count as completing the sanction form. It must be completed online at: [www.goventuredash.com](http://www.goventuredash.com) Login or create an account to fill out the form.

### **Hosts**

The Host (organizer) of a YEC Series competition is the person in charge of creating, marketing and executing a local YEC event. Often, this person is the E-Community point person but not in every case.

- Event host First and Last Name:
- Phone Number:
- Email:
- Event Website:
- Is there another organizer for the competition? Contact info:

### **E-Community**

- Will this event be in an E-Community? Y/N – Choose the appropriate E-Community

### **Schools and Mentors (Teachers)**

- How many schools do you expect to participate?
- Which schools do you think will participate?

### **Mentors**

Can be teachers, counselors, or administrators that assist students preparing for a YEC Series competition.

- Will students work on their business during school hours?
- Grades eligible to participate:
- Estimated number of mentors involved:
- Estimated number of students competing:
- Is this the first year your community has hosted a YEC Series competition?
- How many years have you hosted a youth entrepreneurship competition?

### **Event Information**

- Competition Name:
- Competition Date/Time:
- Competition Location and Address:
- Which components do you plan to use as part of this competition? (The Executive Summary and 4-Minute Presentation are required.)
- Will you be awarding prizes? Y/N
- Prize money amount and source:  
(Prizes must not exceed a total of \$3,500 in prizes, and must not exceed \$1,500 for first place, \$1,250 for second place, and \$1,000 for third place. No other prize should exceed \$1,000).
- Have you identified an active member of the Kansas Masons to be a judge? Y/N



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### Local Entrepreneurship Competitions

##### **Overview**

During the 2021-2022 academic year, NetWork Kansas E-Communities held 51 local-level youth entrepreneurship competitions for more than 1,000 students as part of the Youth Entrepreneurship Challenge Series, culminating in a statewide championship. Again this academic year, communities have the opportunity to host local-level entrepreneurship competitions and submit their event to be part of the “Youth Entrepreneurship Challenge Series” culminating in a statewide youth entrepreneurship competition, the Kansas Entrepreneurship Challenge (KEC), April 20, 2023. Local entrepreneurship competitions must meet certain guidelines in order to qualify as part of the Series and to be eligible to use E-Community funds\* (see p. 2) to pay for part of the competition.

##### **What is a Local Entrepreneurship Competition?**

Communities host locally-organized events (at the county, city, school, or classroom level) that bring students together for the purpose of a hands-on entrepreneurship experience. Typically, local entrepreneurship competitions (often called “e-fairs”) involve students preparing a written business plan or executive summary, a “tradeshow booth” (similar to a science fair tabletop display), and a pitch or presentation. Then, on a given day, students compete against one another in teams or individually. Students’ work is judged by local entrepreneurs, resource partners, mentors, or other adults. Most successful events are organized through a teacher or school as a classroom project or extracurricular activity, but other groups can be successful at organizing an event as well.

##### **Important Elements**

- A written executive summary
- Access to resources, like a teacher or other education
- A 4-minute presentation, and *may* also include an additional oral component of some sort – pitch, interview and/or a tradeshow
- Competitive process by which students’ work is evaluated/scored
- Judges – usually members of the community
- Awards or prizes (whether it’s a 1st place certificate or a cash award; some token for participation)

##### **Other Ideas**

- Invite other students or the community at large to visit the tradeshow
- Invite an entrepreneurship guest speaker to talk to students and/or others
- Seek business owners to mentor students
- Invite businesses to sponsor the event

##### **Expectations of the Host**

- Decide the format and other parameters of the event (who, when, where, etc.)
- Find a mentor to help and decide how much education you can do on the topic of entrepreneurship
- Create or find applicable forms (judging forms, business plan outline, etc.)
- Decide your budget and how to fund the event (Will there be lunch? Awards? Other expenses?)
- Decide how to get students to participate
- Promote the event! Invite judges and students to participate and invite the community, businesses, and others to attend
- Coordinate the event (print documents, organize schedule, find a speaker, etc.)
- Run the event on the day of (give instructions, keep schedule on time, tally scores, give awards, etc.)
- Send thank you notes and write articles for newsletters, newspapers, etc.
- Follow instructions from NetWork Kansas to coordinate participation at the state level





## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### Frequently Asked Questions

*This list is an example of the kinds of things your community team may want to consider as you plan a local entrepreneurship competition. It was created with input from several E-Communities but should be adapted as desired to fit your needs and timeline.*

#### **16+ weeks before**

- Determine the Community wants to host a local entrepreneurship competition, review information, set budget and determine how to fund the competition
- Decide who will be involved in the planning process and identify community partners (school, etc.)
- Meet with school superintendent, teachers and/or others
- Determine location, timeframe, format, eligibility, and begin discussing logistics
- Decide if/how education will be a part of the process for students

#### **12-16 weeks before**

- Resource partner(s) and/or local entrepreneur(s) speak at school or business class
- School assembly to announce
- Contact previous year's winners for progress report, assess interest
- Contact appropriate teachers and/or school administrators
- Create sponsorship letter

#### **8-12 weeks before**

- Create promotional fliers
- Distribute fliers and applications to school / teachers / office / etc.
- Identify a keynote speaker for event, if desired
- Mail or e-mail invitations to businesses, resource partners, community members
- Approach potential sponsors

#### **4-8 weeks before**

- Find judges for event(s)
- Create or update judge instructions
- Create press release and send to local media

#### **0-4 weeks before**

- Submit advertisement and/or article to newspaper
- Request State Championship information from NetWork Kansas
- Follow-up on invitations / attendance
- Executive Summaries due
- Organize students and plan schedule for the day
- Send follow-up information to speaker with itinerary
- Provide instructions to judges in advance, if desired
- Print certificates
- Create and print any necessary paper items for the competition – table tents, signs, etc.
- Post fliers around community
- Contact school or venue about itinerary
- Order speaker's and judges' thank you gifts, if desired
- Arrange refreshments

#### **0-2 weeks' after**

- Feedback to participants
- Process checks for winners, if desired
- Article for newsletters, newspaper, etc.
- Hand-written thank you cards to judges, speaker, school board, mentors, etc.



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### Frequently Asked Questions

**Q: What is the Youth Entrepreneurship Challenge?**

**A:** Communities have the opportunity to host local-level entrepreneurship competitions and submit their event to be part of the “Youth Entrepreneurship Challenge Series” culminating in an annual state championship. Local entrepreneurship competitions must meet certain guidelines in order to qualify as part of the Series and for E-Communities to be eligible to use grant funds to pay for part or all of the competition.

**Q: What are the expected outcomes of this competition?**

**A:** This competition is meant to expose students to entrepreneurship and build their interest in it, leading students to see building their own business as a viable career path and a way to better their community.

**Q: Why/How does this program fit my community's strategic focus?**

**A:** Exposing youth to entrepreneurship and helping them develop that mindset can have a deep impact on a community's future. If only one student is inspired enough to open their own business now or in the future, that's one more independent business in your community. The more local businesses that open, the stronger the local economy and entrepreneurial ecosystem will become.

**Q: How does this apply to students in middle school and high school?**

**A:** This competition gives Kansas students experience in the process of making a business proposal. Exposing young people to entrepreneurship helps them develop an entrepreneurial mindset and allows them to explore entrepreneurship as a viable career option. Students must research, write and submit an Executive Summary. They may also gain experience pitching their idea and answering questions in front of a panel of judges that consists of entrepreneurs, bankers, and investment experts. Participating in this event provides students experience with business planning and public speaking, developing confidence, poise, organizational skills and valuable knowledge for their future.

**Q: What are the logistics of hosting a competition?**

**A:** The physical location of the competition must be in Kansas and the students participating in the local competition attend school in Kansas. The competition must be offered to students from at least one of the following grades (or equivalent): 9th, 10th, 11th, or 12th. The competition must include a written Executive Summary following the provided “Executive Summary Guidelines”, that is scored. The competition must include a 4-minute presentation and *may* include one or more of the following in-person components: tradeshow, oral interview, or elevator pitch.

After the E-Community Leadership team and/or Financial Review Board approve this program for their community, the point person begins to organize the event. This will include picking a time and date, venue, deciding whether or not to cater the event, and recruiting judges and other event staff.

For other organizations outside the E-Community network, after deciding to host a local entrepreneurship competition, fill out the sanction application, wait for approval, and then begin to organize the event. This will include picking a time and date, venue, deciding whether or not to cater the event, and recruiting judges and other event staff. For questions contact Bailee Henry at [bhenry@networkkansas.com](mailto:bhenry@networkkansas.com)

**Q: What's the cost of hosting a competition?**

**A:** For the community, it depends on the cost of any educational aides, total prize money, refreshments, marketing, and the facilities that you choose for the event. A typical community



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### Frequently Asked Questions

commitment may range between \$1,000-5,000. Each community should set their own budget. For participants, most communities charge nothing.

**Q: Who coordinates the competition?**

**A:** If the event is being coordinated by a NetWork Kansas E-Community, at least one member of the local E-Community Leadership Team and/or Financial Review Board must help organize and/or host the entrepreneurship competition. This person will work with guidance from their region's assigned NetWork Kansas E-Community Regional Manager to set up the event. Often school representatives or other community members are involved in coordinating the competition, in both E-Communities and non E-Communities.

For non E-Community events, a designated competition host should be identified to lead the competition planning and serve as the liaison with NetWork Kansas. For events that are not part of an E-Community, the competition host must agree to pay a fee of \$1,500 to NetWork Kansas if the event is awarded a sanction. If an E-Community organizes the event, the fee of \$1,500 is waived for the 2022-2023 YEC Series as a benefit of the E-Community Partnership.

**Q: Who would benefit from competing in the Youth Entrepreneurship Challenge?**

**A:** Any student, especially those interested in entrepreneurship or business, would benefit from participation. Going through the steps of creating a business proposal can help develop their entrepreneurial mindset and set them on the path of one day creating their own business. In addition, students will develop creativity, problem solving, business planning, research skills, organization, presentation skills, and confidence.

**Q: Can E-Communities use NetWork Kansas funds to pay for hosting a competition?**

**A:** Grant funds will be available to E-Communities on a limited and first-come, first-served basis (actual expenses only). Another way to fund the course is through other grant funding and business sponsorships. Contact your NetWork Kansas E-Community Regional Manager for assistance and additional information about stipulations for using grant funds to pay for this program.

**Q: Are prizes available to participants?**

**A:** Yes, although prizes are not mandatory. However, competitions offering prizes must not exceed a total of \$3,500, and must not exceed \$1,500 for first place, \$1,250 for second place, and \$1,000 for third place. No other single prize should exceed \$1,000.

**Q: When can this program be offered in my community?**

**A:** Typically, a YEC Series event requires 12-16+ weeks of advanced planning. 2022-2023 local YEC events must occur between August 1, 2022 and March 24, 2023. Contact your NetWork Kansas E-Community Regional Manager for assistance. If you are not in an E-Community, you may contact Bailee Henry at [bhenry@networkkansas.com](mailto:bhenry@networkkansas.com)

**Q: What are my next steps if I am interested in offering this in my community?**

**A:** E-Communities should contact their NetWork Kansas E-Community Regional Manager for more information and guidance. If you are not an E-Community, contact Bailee Henry, Senior Product Manager, E-Community Programs, at [bhenry@networkkansas.com](mailto:bhenry@networkkansas.com) If you are not yet an E-Community, visit <http://www.networkkansas.com/communities/resources-for-e-communities> to find out how to become one.



## **NETWORK KANSAS**

### **YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES**

#### **Best Practices for Partners**

##### **Choosing Location and Time**

- Consider the school calendar first and foremost. Choose a time of the year that is not overloaded with other extracurricular activities, such as sporting events
- Most successful events take place during the school week and during school hours
- Attendance from the public will likely be lower on evenings or weekends
- Choose a location that is easy for the public to access. For example, make parking easy to find and free
- Hosting the event at the school is probably the lowest-cost option
- If the event is not held at school, make sure it is in a place well known to community members so the public can access it easily
- Another thing to consider - make up of attendees. Do you want to influence/inspire community members, educators, parents, other students? This would then drive the location and time of day. The majority of communities have their events onsite at schools utilizing the gymnasiums or auditoriums. Only a couple have used community event centers.

##### **How to work with Local Teachers**

- Request time to present about YEC and the benefits to all the students and faculty/staff (or at least High School/Middle School teachers)
- Pitch the YEC Series in a way that is easy to understand and appealing
- Find a teacher to be your champion – doesn't have to be a business teacher
- Connect teachers with other teachers that have done this in the past
- Connect teachers with educational materials
- Connect teachers with resource partners or mentors
- Volunteer to teach a session or find a guest speaker for the teacher
- Make sure the teachers know star students to push forward and encourage to compete
- Work with educational pathways
- Develop a good relationship with school administration – this will trickle down
- Let the teachers know they don't have to change their curriculum but can instead incorporate this into their existing curriculum
- Don't discourage teachers' ideas
- Let the teachers have a say in the project to create buy-in. For example, allow them to help make decisions on the guest speaker, date/time, and/or what the event looks like
- Offer to come into the classroom as often as needed to assist the kids
- Be accessible for whenever the teacher has questions
- Be a support system
- Follow up every couple of weeks to check in on progress
- Start talking to schools as early as possible
- Pitch the YEC Series as a youth development opportunity, a way to bridge the gap between school and the real world for students, and a way to develop soft skills
- Keep the teachers in the loop. Communicate, communicate, communicate!



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### Best Practices for Partners

##### **Getting Students Involved with Resource Partners**

- Get information to both parties as soon as possible
- Let students know their ideas are valid
- Guide students in critical thinking – find an idea that piques their interest but also has an actual need for a solution
- Help students understand the importance of entrepreneurship in the real world and specifically in their community
- Help students understand the resources they have access to – in and out of school
- Offer local entrepreneurs the chance to take part in this event for exposure to their business and/or to give back to the community
- Connect students with local business owners for mentoring and advice
- Gently push students out of their comfort zones
- Help students to think about their products/services from a marketing perspective
- Involve the judges as mentors
- Think about having a “Counselor’s Corner” / Maker Space type of set up at the event
- Celebrate successes with students after the event is over
- Organize a day where resource partner(s) are available to students (in person or virtually if needed)
- Ask leadership team members or business leaders to volunteer (in person or virtually), or to review some draft executive summaries – good way to connect students with resources
- Have students give their presentations to the Financial Review Board for practice
- Work with school to plan a field trip to explore local businesses or empty buildings or to visit with the local appraiser or treasurer's office so they understand the costs of owning a building/what's available for retail space, etc.

##### **Advertising to the Public**

- Hit the public in three ways, whatever three ways work best for your community. Likely you’ll want to share it verbally, in writing (like a letter), and maybe an advertisement/flyer
- Use flyers/posters, table tents, or even print a banner/floor banner to really grab people's attention. Post flyers around town in plenty of visible places
- Make sure all students receive a flyer or brochure to peak their interest
- Place a newspaper ad in your local paper or a radio ad on your local station
- Consider doing a direct mailer to each person you want to invite
- Create custom invitations for families of contestants and families of other students
- Making presentations to specific groups is important (in person or virtually). The school board, the Rotary, Chamber or Lions Club, etc. Pick organizations who will help spread the word and excitement about what the students are doing.
- Utilize local resource partners to spread the word – K-State Research and Extension, KSBDC, etc.
- Post about the event on social media – Facebook and/or Twitter
  - Create a hashtag, boost your posts or create an ad
- Personally talk to key community members that you would like to attend this event
  - You may consider asking them to judge



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### Best Practices for Partners

#### **Involving Schools**

If your E-Community involves teachers in the YEC Series, you can tap into a powerful ally to educate students and increase participation.

#### **How to pitch the YEC Series to teachers:**

- Help the teacher(s) realize the YEC Series will not be a lot of extra work and entrepreneurship education can be incorporated into existing curriculum
- Emphasize ways you can assist by teaching class modules or bringing in guest speakers
- Offer to recruit mentors for students – could be local entrepreneurs, local bankers, etc.
- Show how the YEC Series offers students opportunities to win prizes, compete in a state championship, and hone problem solving skills, improve confidence, and enhance self-efficacy

#### **What teachers to target:**

Business teachers that focus on subjects such as entrepreneurship, marketing, etc. may relate more closely to this project, but they aren't the only potential entrepreneurship champions! Here are a few examples of subjects YEC teachers have taught:

- |             |                                  |
|-------------|----------------------------------|
| • Computers | • Social studies                 |
| • English   | • Family and consumer science    |
| • Math      | • Career and technical education |
| • Speech    | • Agriculture                    |

Each of these subjects can relate to components of a YEC Series competition. For example, a math teacher may be able to offer significant help with financials. An English teacher could provide expertise on writing the executive summary. Computers, career, technical, family and consumer science, and agriculture teach a wide array of subjects in their classrooms and have found creative applications for entrepreneurship in the past.

#### **How you can assist the teacher in the classroom:**

- Recruit mentors and schedule times for them to work with students
- Visit the classroom at scheduled times to present on certain subjects
  - Examples may include executive summary, financials, etc.
- Provide executive summary and tradeshow examples, written and video resources for the elevator pitch and four-minute presentation, and guides and curriculum for teaching entrepreneurship (These examples can be found in VentureDash.)
- Don't be afraid to reach out to others for help and advice – whether that be NetWork Kansas or other communities or teachers
- Remember it's okay to start small and/or stay small – there's no pressure!

#### **Community Entrepreneurship Resources for Schools**

Ideas for connections to make for schools participating in the YEC Series

This guide for E-Community partners shares ideas for ways you and your E-Community team can play an important role connecting community entrepreneurship resources to schools and teachers participating in the YEC Series. These resources can enrich the students' learning, support teachers, and help students develop deeper roots in the community.



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### **Best Practices for Partners**

##### **Resources:**

- Local entrepreneurs –provide mentorship before the competition (tip: Use lunch hour to bring in mentors from across the community)
- Local funding options – E-Community, revolving loan funds, banks
- Professional services – attorneys, accountants, marketing experts
- Chamber events (i.e. manufacturing tours, speakers, job fairs)
- Introduce students to a maker space, co-working space, or empty buildings
- SCORE and other senior citizens – former entrepreneurs and business owners who have more free time and valuable experience
- E-Community leadership team – could your team volunteer?

##### **Use these resources to help teachers instill an entrepreneurial mindset in students by:**

- Recruiting mentors and schedule times for them to work with students
- Providing mock presentation settings and feedback for students before competition
- Connecting students to entrepreneurs, providing experiential learning and role models
- Surveying business owners to understand workforce challenges
- Increasing awareness of opportunities, needs, key industries
- Providing a greater opportunity for small business owners to see themselves as entrepreneurs and further define entrepreneurial thinking

##### **What is the most valuable entrepreneurship resource you could bring to schools?**

- Access to board certified programs and funding opportunities through the E-Community
- Supporting non-business teachers who are engaged in entrepreneurship
- Identifying champions of entrepreneurship and helping educators understand how to integrate them into the educational system
- Teaching an entrepreneurial mindset
- Providing champions and mentors to help students
- Clear, consistent communication between educators and partners
- Connecting students with business owners to see what their desired industry looks like
- Maker space and co-working space opportunities
- Connecting communities within a county or region

##### **Student Mentorship**

Pair students with community mentors

##### **Possible Mentors:**

- Local entrepreneurs and business owners
- E-Community leadership team and/or financial review board members
- Bankers and other local funding partners
- Community leaders, elected officials, and/or local civil servants
- Retired business owners
- Economic Development or Chamber staff
- Professional services (attorneys, accountants, marketing experts)



**NETWORK KANSAS**  
**YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES**  
**Best Practices for Partners**

**Other Resources:**

- Local maker spaces / fab labs
- Empty building tours
- Co-working spaces
- Job fairs
- SCORE or SBDC
- Chamber and local business events

**Potential Benefits for Students:**

- Get connected to “real world” experiences
- Enhanced self-esteem and self-confidence
- Exposure to new perspectives and experiences
- Improved interpersonal and communication skills
- A strong, positive, and expanding support network
- Long-lasting relationship may be established with a mentor
- Could lead to new opportunities – jobs or otherwise – in the future
- Encourages students to set appropriate goals for their business
- Receive timely advice on decisions to make to grow their business
- Clear picture of what costs to expect; financial plans may be more realistic
- Ability to see what it actually looks like to run a business in their desired industry

**How to foster these connections:**

- Contact potential mentors directly
  - Facilitate connection or get permission for students to reach out to them
- Get teachers on board to facilitate relationships
- Have a panel of entrepreneurs with a variety of experience





## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### Best Practices for Teachers

#### **The YEC Series in the Classroom**

How to fit the YEC framework into existing curriculum

#### **Components of a Youth Entrepreneurship Challenge Series Event:**

- 3-page written executive summary (required)
- Four-minute oral presentation (required, but can be done as you'd like – for example, as part of the tradeshow)
- Tradeshow display (optional)
- Elevator pitch (optional)

#### **How the YEC Series could fit into existing curriculum:**

- The YEC Series competition could be a required class project assigned a grade
- Many teachers have had success incorporating lessons students are already going to learn into YEC preparation
  - For example, if students will already learn about business, use the unit on business plans to write executive summaries
  - There are creative ways to fit non-business subjects into YEC. For example, a math teacher could use financials to fit this into their curriculum
- Remember that you can utilize the help of the E-Community partner. They can provide assistance such as:
  - Coming to your classroom to teach sessions – for example, financials, etc.
  - Finding guest speakers who can speak to your class on their topic of expertise
  - Recruiting mentors to work one-on-one with students
  - Organizing field trips like visits to local businesses, empty building tours, etc.
  - Having students do a dry-run of presentations with leadership team and/or financial review board members
- Use existing programs to recruit and prepare students for your YEC Series competition
  - Such as YE, FFA, DECA, FBLA, 4H, or other similar programs

#### **Additional resources and help available:**

- VentureDash
  - An online resource provided by NetWork Kansas, designed as a one-stop-shop
  - Free examples, guidelines, rubrics, videos, articles, tutorials, templates, and more
- The E-Community partner takes responsibility for logistics and organization of the actual competition
  - Typically includes prize money, judges, sponsors, food, etc.
  - The work that happens in your classroom leads up to the YEC Series competition in your community



## NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES Best Practices for Teachers

### Work with Event Host:

- Ask as many questions as you feel necessary to understand all aspects of the project
- Invite them to the classroom to provide additional guidance for students
- Follow up every couple of weeks to report progress
- Help students understand that the local point person can provide them with business resources in the real world
- Request resources, request guest speakers, schedule time for them to come and present to students about prizes available or resources available
- Ask point person or leadership team, local entrepreneurs, bankers, etc. to volunteer as mentors, come in and hear practice presentations, or review draft executive summaries
- Organize a field trip into the community, such as an empty building tour or visit to a local maker space
- Help promote to students that might be struggling

### Getting Started

After your local E-Community point person has approached you to become part of this program, you may be wondering what the best next steps are. Here is a list for you to get started:

- Obtain local event information from your local event host. If they have not already decided this information, then you may work with them to help decide. Likely a host will seek school input when deciding on this anyway, to ensure that other extracurricular activities do not interfere with the date and time chosen.
- Decide how to implement this in your classroom. This includes what lessons you will teach on competition materials, (executive summary, 4-minute presentation, etc.), how often, and on what specific days.
- Help students access outside resources such as local business owners, the E-Community point person, etc. Connecting students with mentors gives them inspiration, extra guidance, and an idea of how entrepreneurship impacts the real world.
- Look through the ideas and best practices in this document and in the Help Center of VentureDash for inspiration about how to get optimum participation in this competition.
- Look over students' entries and provide coaching and guidance leading up to the competition.
- Help students register for the event when the time comes.

If you need clarification or guidance on any of this subject matter, please contact your local YEC host or Bailee Henry, Senior Product Manager of E-Community Programs for NetWork Kansas, at [bhenry@networkkansas.com](mailto:bhenry@networkkansas.com)



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### Best Practices for Judges

##### **Constructive Criticism**

Please keep in mind that these are middle and high school students, not adults. Please provide criticism that is gentle and constructive rather than harsh and discouraging. Here are some tips:

- Focus on the situation – Suggest actions to improve their business, not character traits.
- Be specific – Whatever you suggest, be sure to make it as specific as possible.
- Don't make assumptions – If you're not sure where a student is coming from, ask so you can understand their motivation and reasoning.
- Suggest how to improve – Make sure to suggest specific actions to take.

##### **Judge Expectations and Reminders**

Students participating in the Youth Entrepreneurship Challenge Series rely on you as part of the learning process. Below are some expectations and reminders for you as a judge:

- Remember that these are students, not adults. Have respect for them
- Pay careful attention to each business you judge
- Avoid distractions such as texts, phone calls, etc.
- Make your feedback to students quick and concise
  - Make comments that are to-the-point and easy to understand
  - Engage students in conversation
- Provide written feedback about each business you view
  - Students can keep this for future reference instead of relying on memory
- Be patient with students who are shy or anxious
- Make your criticism constructive

**We recommend that each judge ask the student(s) at least one question.** This will help the student get as much as they can out of this learning experience.

##### Background

- What talents do you possess that have helped you in your business?
- What are the most/least important characteristics a person needs to start a business?

##### Business structure

- What is the business entity type?
- Who will help you run the business? What aspects of the business will they manage?
- When did you become interested in entrepreneurship?

##### Organization/Planning

- What is the problem you are trying to solve? How did you come up with your idea?
- What is the first step you will take to implement your idea?
- How will you make the business grow in the future?

##### Marketing

- How do you plan to market your product or service to potential customers?
- What distinguishes your company from your competition?
- Who will buy your product or service? How will you reach those people?

##### Financials

- How much money will you need to start? Are you seeking a loan?
- What is your projected first year revenue? How did you come to that conclusion?
- How much does it cost to make the product or provide the service?
- How much profit do you expect to make?



## NETWORK KANSAS

### YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES

#### **Best Practices: Marketing**

#### **Involving Your Community**

Create local excitement and support

#### **Who should attend the YEC Series Event?**

- Parents and family of the participants
- Mentors
- Other teachers, parents, and students who haven't yet participated in the YEC Series
- Entrepreneurs, bankers, local leaders
- E-Community leadership team and/or financial review board
- Recruit key community members as judges
- Sponsors

#### **Advertising methods to consider:**

- Social Media
  - Students tend to use Instagram, Snapchat, and/or Twitter
  - Parents and other adults tend to use Facebook
- Face-to-face visits
  - Visit anyone you're trying to recruit in person
  - Personally invite them to attend and observe
  - Answer any questions they may have
- Email distribution list
  - Consider sending emails to the student body, faculty, and/or parents
  - You could also use other community email lists, such as through the Chamber of Commerce, to solicit business/mentor participation
- Direct mail
- Flyers
  - Post in schools, banks, and businesses around the community
- Educational groups
  - Home school groups, Youth Entrepreneurs (YE), 4H, FFA, DECA, FBLA, FCCLA
- Library and other civic organizations
  - Lions Club, Rotary Club, Kiwanis, etc.
- Radio
  - Consider having students record radio ads talking about their businesses

#### **Additional Ideas:**

- Hold an all-school assembly to showcase all winners
- Give as much recognition as possible for a job well done
  - Awards for various purposes – like students that stepped outside their comfort zone with YEC, even though it was difficult for them
  - Positive reinforcement for students regardless of placement to emphasize problem solving skills, confidence and poise, and other qualities that have been developed



**NETWORK KANSAS**  
**YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES**  
**Local Entrepreneurship Competition Flier (Example)**

The next three pages are examples of fliers your community team may want to use as inspiration as you plan a local entrepreneurship competition. This was created based on an actual E-Community YEC series flier but should be adapted as desired to fit your needs. Subsequent fliers were actually used by E-Communities.



**WHAT?**

Enter your business idea and compete for more than \$3,000 in prize money! The competition includes: a written executive summary, 4-minute presentation, and a tabletop display.

**WHO?**

Students in grades 9-12 from Baxter Springs, Columbus, Galena, Riverton, and Southeast may participate. They can compete as individuals or in teams up to 4.

**WHEN?**

March 5<sup>th</sup>, 2020

**WHERE?**

Columbus Unified High School  
 124 S. High School Ave., Columbus, KS

**HOW?**

Visit [facebook.com/ckefair](https://facebook.com/ckefair) or call (620) 762-0717 for details. Deadline is February 20<sup>th</sup>, 2020.

**BROUGHT TO YOU BY:**



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**NETWORK KANSAS**  
**YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES**  
**Local Entrepreneurship Competition Flier (Example)**



PART OF THE 2019-2020 YEC SERIES

[www.youthshipchallenge.com](http://www.youthshipchallenge.com)

# REPUBLIC COUNTY

## YOUTH ENTREPRENEURSHIP CHALLENGE

Monday, March 2nd, 2020

6:00 - 7:30 pm at PVHS

### "SHARK TANK MEETS SCIENCE FAIR"



RCED will host the 3rd annual YEC business plan competition at Republic County High School on **Monday, March 2nd, 2020** in Scandia, Kansas.

Students from Republic County and Pike Valley will compete for \$1,750+ in cash prizes and a chance to go on to State YEC at KSU. Teams are judged on three items: a business plan, trade show booth, and four-minute pitch.

Contact Luke Mahin, RCED Director, for questions - [rced@nckcn.com](mailto:rced@nckcn.com) / 785.374.3047.



College of Business Administration  
 Center for the Advancement of Entrepreneurship

**Launch your dreams.**





**NETWORK KANSAS  
YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES  
Local Entrepreneurship Competition Flier (Example)**



PART OF THE 2019-2020 YEC SERIES

[www.youthshipchallenge.com](http://www.youthshipchallenge.com)

# ENTREPRENEURSHIP CHALLENGE

FSHS Entrepreneurship/Business Class 2019/20

Participating in the 1st ever Bourbon County Entrepreneurship Challenge!



In conjunction with the FSHS entrepreneurship course curriculum, students will participate as individuals or teams (their option), to formulate a business...

May be an existing business, agriculture, technology, or other type.

Students will prepare an Executive Summary of the business along with a 4-minute presentation which will be presented to a judging panel

Wed., March 11, 2020 from 9am to 1pm at FSHS.

Winning individual or team will attend the KEC State Challenge 4/28/20 in Manhattan, Kansas - expenses paid.

## CASH PRIZES!

1st Indiv. or Team \$750

2nd Indiv. or Team \$500

3rd Indiv. or Team \$250

(1st will also have expenses paid to State Challenge)



College of Business Administration  
Center for the Advancement of Entrepreneurship





**NETWORK KANSAS**  
**YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES**  
**YEC Local Competition News Release Template**

**FOR IMMEDIATE RELEASE**

**[Month Day, Year]**

*Contact:*

*Phone:*

*Email:*

**[CITY/COUNTY] TO HOST STUDENT ENTREPRENEURSHIP COMPETITION THIS [MONTH]**

[City], KS – [City/county], in association with the Network Kansas E-Community Partnership, announces the [name of local competition] will take place in [city] this [month], as part of the 2022-2023 Youth Entrepreneurship Challenge (YEC) series. The competition will be held from [time] on [weekday, date] at [venue]. The goal of the competition is to expose Kansas middle school and high school students to entrepreneurship.

[Note: Point person should insert a “Quote” right here, either from them or from the facilitator].

[City/County] is one of many communities across Kansas to host a locally organized event designed to give students a hands-on entrepreneurship experience. The competition will consist of students preparing a written business plan or executive summary, a “tradeshow” booth, and an elevator pitch or presentation. The students will be competing against each other for [\$amount] in prize money. The students’ work will be judged by local entrepreneurs, public sector partners, teachers, or other adults. This is the [1st] time [City/County] has brought this competition to their community.

“The YEC Series allows students to gain hands-on entrepreneurial experience. Students are empowered to solve everyday problems in their own community, which helps them to see that entrepreneurship is a viable career option. The exponential growth of the YEC Series has reiterated that there is a hunger for youth entrepreneurship in Kansas,” says Bailee Henry, Senior Product Manager, E-Community Programs.

During the 2021-2022 season, over 1,000 students from 61 Kansas schools participated in 51 locally hosted entrepreneurship competitions as part of the YEC series. The 2022-2023 academic year marks the tenth annual YEC Series coordinated by NetWork Kansas and the E-Community Partnership.

The annual YEC series culminates in a statewide championship, where the top students from each local competition face off against each other for prize money and other honors. The 2023 statewide championship will be held, April 20 at Kansas State University.

For more information, contact [Point Person], [Organization], at [phone number] or [email address].

For more information about NetWork Kansas or the E-Community Partnership, visit [www.networkkansas.com](http://www.networkkansas.com).

###





**NETWORK KANSAS**  
**YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES**  
**YEC Local Competition Results News Release Template**

**FOR IMMEDIATE RELEASE**

**[Month Day, Year]**

Contact: [Event Host, Title, Organization]

Phone: [{xxx} xxx-xxxx]

Email: [Email@email.com]

**[NAME OF LOCAL ENTREPRENEURSHIP FAIR] ANNOUNCES RESULTS**

[CITY], KS – [County/Partner Organization], in association with the Network Kansas E-Community Partnership, hosted the [first] annual [name of local entrepreneurship fair] on [weekday], [date] at [venue], [City], KS. [Number] individuals and teams representing [names of schools] presented their business concepts with [a written business plan, a 4-minute presentation to judges, and/or a tabletop display].

The winning concepts were:

1st Prize [\$ amount]: [Student name(s) and grade(s), business name(s)]; 2nd Prize [\$ amount]: [Student name(s) and grade(s), business name(s)]; 3rd Prize [\$ amount]: [Student name(s) and grade(s), business name(s)]; 4th Prize [\$ amount]: [Student name(s) and grade(s), business name(s)]; 5th Prize [\$ amount]: [Student name(s) and grade(s), business name(s)]

Winning students received just over [total \$ amount] in prize money courtesy of the following sponsors: [Sponsor names/donations]

"[Quote about the entrepreneurship competition and why we think it's important for students to learn about entrepreneurship]," said [event host], [host's job title].

In addition to prizes and recognition, the first-place finisher has the opportunity to compete in the Kansas Entrepreneurship Challenge at Kansas State University in Manhattan. This event will include the top young entrepreneurs from schools across the state.

The goal of the competition is to expose Kansas middle school and high school students to entrepreneurship and give them a hands-on experience. The students' work was judged by local entrepreneurs, public sector partners, teachers, or other adults. This is the [1st] time [City/County] has brought this competition to their community.

For more information, contact [name of event host], [Organization] at [phone number] or [email address].

For more information about NetWork Kansas or the E-Community Partnership, visit [www.networkkansas.com](http://www.networkkansas.com)

###



**NETWORK KANSAS**  
**YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES**  
**VentureDash**

**Introducing: VentureDash**

The best way to run a business competition.

**Features:**

- Organize an entire YEC event (or any business competition) in one central location
- Streamline the registration process for entrepreneurs, mentors, and judges
- Gather Executive Summaries from students with no emails
- Give all parties access to educational resources such as:
  - Templates
  - Examples
  - Videos
  - Rubrics
- Manage multiple events, if needed
- View a list of all events happening across the platform
- See local and State Championship guidelines and important dates
- Easier and sleeker user interface than the YEC Portal
- More robust resources and easier to navigate

**Benefits:**

- No more hassle of dealing with paper registrations
- Keep track of all aspects of the competition in one place
- Allow mentors to monitor entrepreneurs' work and progress
- You could avoid scheduling your event on the same day as another if you desired
- Have continuous access to State Championship and local guidelines
- Example guidelines will guide hosts in how to structure their local event
- See templates and examples of all components of the competition which provide clear direction

**Full Scoring System:**

- Hosts can assign judges to evaluate businesses
- Judges can log in to enter their scores and comments
- Entrepreneurs and mentors can log in and see scores and comments from judges
- Entrepreneurs can see feedback immediately after judging takes place (with host approval)





## NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES Executive Summary

### **Executive Summary Guidelines (Example)**

*These guidelines are intended to show how Executive Summaries may be scored.*

All submitted work must be the original work of the team members. Any submission that does not meet these requirements will be eliminated.

#### **Format:**

- No longer than three pages
- At least 10-point font
- At least .75" margins on all four sides
- Must be submitted in PDF format

### **Executive Summary and Presentation Judging Criteria**

#### **Market opportunity**

Sizable market need presented, with the ability & plan to capture it

#### **Business Model**

Company has a viable plan to grow a profitable business

#### **Management Capability**

Founder / team demonstrates ability to effectively grow company

#### **Product / Service Offering**

Customer focused solution with a clear value proposition

### **Executive Summary Open Review**

- Up to 15 teams may qualify for a spot in the KEC through the selection in the Executive Summary open review. The written Executive Summary must be submitted by: **TBD** and meet the Executive Summary format requirements.

### **Additional Resource**

Small Business Administration Executive Summary Guide:

<https://www.sba.gov/starting-business/write-your-business-plan/executive-summary>



**NETWORK KANSAS  
YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES  
Executive Summary**

**Executive Summary Scorecard (Example)**

*This scorecard is intended to show how the Executive Summaries may be scored.*

**YOUTH ENTREPRENEURSHIP CHALLENGE SERIES: JUDGES SCORECARD  
EXECUTIVE SUMMARY**

**Date:**

Company: \_\_\_\_\_

Judge Name: \_\_\_\_\_

*Please rate each team from 1-5 on each of the criteria below. Some are more important than others so each category is weighted to help you determine the overall score.*

Category	Score (circle one)	Final score
	Poor...Sufficient...Excellent	
<u>Market Opportunity</u> Student(s) showed there is a sizable market with needs present, expressed the ability and plan to capture it.	1   2   3   4   5	
<u>Business Model</u> The student(s) company has a viable plan to grow a profitable business.	1   2   3   4   5	
<u>Management Capability</u> Student(s) demonstrates the ability to effectively grow the company	1   2   3   4   5	
<u>Product / Service Offering</u> Business has a customer focused solution with a clear value proposition	1   2   3   4   5	
<b>GRAND TOTAL</b>		/20

Comments/feedback: (Will be shared with team)

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## NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES Elevator Pitch

### **Elevator Pitch Format/Instructions (Example)**

*These instructions are an example of the kinds of things your community team may want to consider as you decide how to structure the 2-minute elevator pitch, should you choose that as an additional competition element. It should be adapted as desired to fit your needs.*

### **Student Instructions**

The Elevator Pitch competition is a 2-minute pitch about your idea for a product or business. Your job is to excite the judges by answering the following questions:

1. What is the need, problem, or opportunity that your product or business addresses?
2. What is your idea?
3. Who do you assume to be your target customers?
4. Where or how did the idea come to you?
5. Why is your product or business different or better than the competition?
6. What are your business goals?

### **Elevator Pitch Competition Process**

1. Student will receive their Elevator Pitch “slot” (the time at which they should report for their elevator pitch) when they check in on the morning of the competition.
2. Student gets up to 1 minute to enter the room and introduce themselves. No handouts, no PowerPoint, and no computer presentation permitted.
3. Student gets 2 minutes to make his or her pitch.
4. Judges will not ask questions.

### **Elevator Pitch Competition Judging**

Judging will be based on:

1. The compelling case you have made that this product or business has merit
2. Answers to the six questions presented in student instructions
3. Quality of the presentation performance: appearance, confidence, posture, speaking ability, captures attention, is within time limits, etc.



**NETWORK KANSAS  
YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES  
Elevator Pitch**

**Elevator Pitch Scorecard (Example)**

*This scorecard is intended as an example. It should be adapted as desired to fit your needs.*

**Elevator Pitch Scorecard**

Judges will use the following scorecard. The scorecard is intended as a memory aid for judges; the score will be used only to rank students overall once the competition has concluded:

Category	Score (circle one)	Final score
	Poor...Sufficient...Excellent	
<u>Performance</u> <i>(Appearance, confidence, posture, speaks slowly)</i>	1 2 3 4 5	
<u>Presentation</u> <i>(clear, concise, understandable)</i>	1 2 3 4 5	
<u>Expectations</u> <i>(states goals of business, captures attention, persuasive, realistic)</i>	1 2 3 4 5	
<u>Quality</u> <i>(includes all necessary points, makes plan clear, appropriate time length)</i>	1 2 3 4 5	
<b>GRAND TOTAL</b>		/20



## NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES Tradeshow

### Tradeshow Format/Instructions (Example)

*These instructions are an example of the kinds of things your community team may want to consider as you decide how to structure the tradeshow, should you choose that as an additional competition element. It should be adapted as desired to fit your needs.*

### **Student Instructions**

The tradeshow is a 90-minute event where you will have the opportunity to pitch your business or product to a panel of judges. The judges will visit each student or team to evaluate your business idea, display, and your ability to discuss your business idea and answer questions.

### **Example Process**

1. Beginning at 8:30 AM, students will be allowed to set up their tradeshow booths. Booths must be finished and students ready to begin answering questions by 9:30 AM.
2. Judges will have 4-6 minutes to listen to student share the highlights of their business plan and business or product idea, including time to provide samples or handouts, and ask questions
3. Judges will visit students for 90-minutes. If you are not at your booth when the judges visit, you will be disqualified\*.
4. Non-participating students and community members might also be invited to the tradeshow, and you should be at your booth, ready to network and share with all those in attendance

*\*Unless you are presenting your elevator pitch at that time*

### **Judging**

Judging will reflect a business's performance in the following categories:

- **Business Overview:**
  - What is it, who occupies key roles (management/operations), what is your experience, what legal structure will you use, etc.
- **Business Description:**
  - What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.
- **Marketing:**
  - Market research including target market, is the market big enough to matter, how will you reach your market, potential growth, who is your competition, what promotion and advertising will you use, how did you choose your pricing strategy
- **Financials:**
  - Project financial requirements, cash flow, projected income, etc.
- **Presentation:**
  - Poise, confidence, comprehension, ability to answer judges' questions, proper attire for a business presentation, captures attention, is within time limits, etc.
- **Booth Display:**
  - Creative, neat, easy-to-understand, relates to your business, engages judges, etc.
- **Investable:**
  - Is it an idea that, based on the judges' experience, makes them interested in investing in your company?



# NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES Tradeshow Display Examples







# NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES Tradeshow Display Examples





**NETWORK KANSAS**  
**YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES**  
**Tradeshow**

**Tradeshow Scorecard (Example)** - *This scorecard is intended as an example. It should be adapted as desired to fit your needs.*

Company: \_\_\_\_\_

Category	Score (circle one)	Final score
	Poor...Sufficient...Excellent	
<u>Business Overview</u>  What is it, who occupies key roles (management /operations), what is your experience, what legal structure will you use, etc.	1 2 3 4 5	
<u>Business Description</u>  What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.	1 2 3 4 5	
<u>Marketing</u>  Market research including target market, how will you reach your market, potential growth, competition, promotion and advertising, pricing strategy	1 2 3 4 5	
<u>Presentation</u>  Poise, confidence, comprehension, ability to answer judges' questions, proper attire for a business presentation, captures attention, is within time limits, etc.	1 2 3 4 5	
<u>Booth Display</u>  Creative, neat, easy-to-understand, relates to your business, engages judges, etc.	1 2 3 4 5	
<b>GRAND TOTAL</b>		/25



## NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES 4-Minute Presentation

### Instructions, Guidelines, and Judging

*These instructions are an example of the kinds of things your community team may want to consider as you decide how to structure the 4-minute presentation. It should be adapted as desired to fit your needs.*

1. The business (student or students) gets a maximum of four minutes for the presentation.
2. Timing begins when the presenter begins speaking.
3. Presenter(s) must give the presentation live and in person, or virtually if needed.
4. There is no minimum or maximum to the number of team members who may speak.
5. Immediately following the presentation, judges will ask questions.
6. Audience members are not permitted to ask questions or to comment.

### 4-minute presentation Judging

Judging will reflect a business's performance in the following categories:

- ✓ **Business Overview:** What is it, who occupies key roles (management/operations), what is your experience, what legal structure will you use, etc.?
- ✓ **Business Description:** What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.
- ✓ **Marketing:** Market research including target market, is the market big enough to matter, how will you reach your market, potential growth, who is your competition, what promotion and advertising will you use, how did you choose your pricing strategy
- ✓ **Financials:** Project financial requirements, cash flow, projected income, etc.
- ✓ **Presentation:** Poise, confidence, comprehension, ability to answer judges' questions, proper attire for a business presentation, captures attention, is within time limits, etc.
- ✓ **Google Slides:** Creative, neat, easy-to-understand, relates to your business, engages judges, etc.
- ✓ **Investable:** Is it an idea that, based on the judges' experience, makes them interested in investing in your company?



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**4-Minute Presentation**

**4-Minute Presentation Scorecard (Example)**

*This scorecard is intended as an example. It should be adapted as desired to fit your needs.*

Category	Score (circle one)	Final score
	Poor...Sufficient...Excellent	
<u>Business Overview</u> -What is it, who occupies key roles (management /operations), what is your experience, what legal structure will you use, etc. -What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.	1 2 3 4 5	
<u>Marketing</u> Market research including target market, how will you reach your market, potential growth, competition, promotion and advertising, pricing strategy.	1 2 3 4 5	
<u>Financials</u> Project financial requirements, cash flow, projected income, etc.	1 2 3 4 5	
<u>Presentation</u> Poise, confidence, comprehension, ability to answer judges' questions, proper attire for a business presentation, captures attention, is within time limits, etc.	1 2 3 4 5	
<u>Investable</u> How likely would you be to invest in this business?	1 2 3 4 5	
<b>GRAND TOTAL</b>		/25



## **NETWORK KANSAS**

### **YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES**

#### **Virtual Event Guide**

Hosting a virtual entrepreneurship competition is easy using VentureDash. The online platform is a hub to handle the tasks of the competition and bring the community together.

A YEC event can be successful - and meet the Series requirements - 100% virtually. In fact, most aspects of planning a virtual YEC event are identical to an in-person event. However, you may wish to spend extra time planning to ensure students have adequate access to technology, enough time to create a video pitch, and enough time to notify the community and recruit judges. You also may wish to give additional emphasis to promoting the virtual event via various community webpages or social media pages. There are also a few advantages to hosting a virtual event, including the elimination of any health worries, and the ability to save and reuse video pitches in the future - either for marketing or educational purposes. Read on for a few tips to make your virtual YEC event a success:

#### **Important Elements**

- Executive Summary: Students upload files on VentureDash and judges score.
- 4-Minute Presentation: Students present via live or pre-recorded video. Links to recordings can be collected on VentureDash, (videos cannot be uploaded directly into the platform, but must be hosted on another platform such as YouTube), or a live competition could be hosted on a service such as Zoom and linked to from VentureDash. Judges score on the platform.
- Elevator Pitch (optional): Students present via live or pre-recorded video. Links to recordings can be collected on VentureDash. Judges score on the platform.
- Tradeshow (optional): Photos/video can be collected on VentureDash and displayed on the competition host's website or social media to engage the public.

#### **Resources**

Executive Summary templates and examples, how-to articles and other supplemental material for each component (Executive Summary, Four Minute Presentation, Elevator Pitch, and Tradeshow), competition guidelines, judges' scoring rubrics, helpful videos, and technical tutorials are all available to view and download on the VentureDash Resource Library at [www.zendesk.venturedash.com](http://www.zendesk.venturedash.com) (Note: Must be signed in to view the resources).

#### **Ideas**

- Have students submit pre-recorded presentations in VentureDash, or if you prefer live presentations, set up a Zoom or other virtual meeting
- Videos are easiest to view when public, like on YouTube. Remind participants to check privacy settings when sharing from Google Drive or DropBox
- Students using school email addresses may not receive outside communications. You may consider asking students to use a backup email address
- Use your VentureDash landing page and/or social media account to promote the event and share cool presentations there
- Host a Zoom meeting or Facebook Live to announce winners in real time
- You could also have a guest speaker present at your Zoom meeting



## NETWORK KANSAS YOUTH ENTREPRENEURSHIP CHALLENGE (YEC) SERIES Virtual Event Guide

### Important Tasks/Timeline

#### *16+ weeks before*

- Determine the community wants to host a local entrepreneurship competition, set budget and determine how to fund the competition
- Decide who will be involved in the planning process and identify community partners
- Meet with school superintendent, and/or teachers, and others
- Determine format, timeframe, eligibility, and begin discussing logistics
- Decide if/how education will be a part of the process for students
- Decide what information to gather from participants - name, contact info, etc.
- Create your event in VentureDash

#### *12-16 weeks before*

- Resource partner(s) and/or local entrepreneur(s) speak at school or business class
- School announcement via livestream assembly or email announcement
- Contact previous year's winners for progress report, assess interest
- Contact appropriate teachers and/or school administrators
- Recruit participants. Email invitations in VentureDash
- Create sponsorship letter

#### *8-12 weeks before*

- Create promotional fliers
- Distribute fliers and applications to school / teachers / etc. through VentureDash
- Identify a keynote speaker for event, if desired
- Send invitations to businesses, resource partners, community members through email and/or VentureDash. Set up Zoom links if presentations will be live.
- Approach potential sponsors

#### *4-8 weeks before*

- Find judges for event(s)
- Create or update judge instructions in VentureDash
- Create press release and send to local media
- Process business applications and assign judges in VentureDash

#### *0-4 weeks before*

- Submit advertisement and/or article to newspaper
- Request State Championship information from NetWork Kansas
- Executive Summaries due
- Organize and plan schedule for the day - who will present when, if live presentations
- Send follow-up information to speaker with itinerary for time to Zoom
- Provide instructions to judges in advance, including how to score on VentureDash
- Post fliers around community and do digital outreach via social media and other platforms
- Test technology - make sure Zoom or other software is up-to-date; consider hosting a run-through with speaker or others who will present
- Order speaker's and judges' thank you gifts, if desired
- Check in students as attended/completed on VentureDash
- Approve scores as they come in

#### *0-2 weeks after*

- Send wrap-up surveys in VentureDash
- Feedback to participants
- Process checks for winners and send certificates via mail, if desired
- Article for newsletters, newspaper, etc.
- Hand-written thank you cards to judges, speaker, school board, mentors, etc.



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**Notes**



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