

What's the Deal?

Do you have a great business idea for your community? What kind of business does your town need? Mobridge Economic Development wants to hear your best ideas. Tell us about them and you could win money!

RULES : Mobridge High School Students who are in 9th through 12th grade can enter. The highest scoring ideas/plans will be selected for 1st through 4th place to win cash prizes.

Business ideas must be submitted in writing by April 16th to Mr. Hettick or emailed to Christine@makeitmobridge.org. In addition to the business plan, all participants should prepare a 5 minutes presentation on their idea. These presentations will be scheduled on April 30th and conducted in the Mobridge High School conference room. Top scoring ideas will then enter a Finalist round of presentations beginning at 4 pm. This finalist event will be open to the public and the winners will be announced at this time.

How to Enter : What makes a great business idea? Ideas will be scored on originality, likelihood of success, amount of detail provided to support your idea, and enthusiasm.

To enter, complete the attached entry form and then describe your business idea by answering these 10 questions on no more than 5 pages (not including attachments):

1. What type of business does your community need and why?
2. Why do you want to start this kind of business?
3. Who will help you with this business?
4. Where will your business be located?
5. What type of materials and equipment will your business need?
6. How much do you think it will cost to get this business started?
7. Who will be your competition?
8. Who will your customers be?
9. How much money do you think you can make with this business?
10. How will you advertise and get the word out about your business?

Written submissions must be typed. Students can enter individually or in teams of no more than two. Photos, drawings, images, or examples can be included to help fully describe your idea. Dress appropriately on the day of your presentation and be prepared to answer any questions the judges' panel may have about your idea. The Judges will use the attached Evaluation Form to score your idea and presentation.



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Evaluation Form

Business Name:

No.		Judge 1	Judge 2	Judge 3	Total
#1	Identified why this business is needed here				
#2	Student's motivation to operate this kind of business				
#3	Identified help and resources for business success				
#4	Business location clearly described and fits business need				
#5	Researched and identified materials and equipment needed for this business				
#6	Clear estimate of realistic start up costs				
#7	Identified competitor's strengths and what makes this business idea different				
#8	Clearly identified potential customers				
#9	Realistic estimate of potential profits				
#10	Identified advertising and marketing plans for this business				
	Total:				

Bonus Points:

#11	Originality of Idea and Presentation				
#12	Enthusiasm within written plan and presentation				
#13	Student dressed appropriately for their business idea				
#14	Overall viability of business idea				
	Total:				

Comments: