

Youth Entrepreneur Showcase (Y.E.S.) for Arkansas Overview and Rules

Youth Entrepreneurship Showcase (Y.E.S.) is a statewide business plan competition for students in grades 5th-8th. It is the collaborative effort of **Arkansas Capital Corporation, the Arkansas Council on Economic Education, the Wilbur Mills Education Service Cooperative, the Federal Reserve Bank of St. Louis – Little Rock Branch, Regions Bank, the Carlton Group, and Sam's Club.** The *initial phase* of the competition will be to create a business plan for a new product or service developed by a team of at least 2 but no more than 5 students. Business plans should be no more than 5 pages with a 12 point font, due on 10/22/07. A cover page should be included with the business plan – see below for details. The business plans will be judged in 5 regions of the State.

The best plans from each region, (25 business plans total) will continue to the next phase of the competition that will include:

- Producing a marketing piece due by 11/28/07.
- Production of products for sale during the Expo event.
- Display of the product, during the Expo Event date TBA.

The teams may select one of the following as their marketing piece: **Due by 11/28/07**

1. One Page Flyer or
2. Printed Brochure or
3. Thirty or Sixty Second Radio or TV Commercial (DVD,VHS, or CD only)

Marketing piece judging will be held **12/05/07**. Retail Booth displays will be judged during the Expo Event prior to the Awards Ceremony . The Y.E.S. Awards Ceremony will take place at McCain Mall on TBA. Trophies and cash prizes for all categories will be awarded to the winning teams and teachers during the awards ceremony following a few words from our Keynote Speaker.

Prize Structure: YOU MAY WIN IN MORE THAN ONE CATEGORY

Cash Prizes & Trophies Awarded in Four Categories:

- Best Business Plan: 1st, 2nd, 3rd, 4th
- Best Marketing Piece: 1st, 2nd, 3rd, 4th
- Best Retail Booth Display: 1st, 2nd, 3rd, 4th
- Most Innovative Product: 1st, 2nd, 3rd, 4th

Prize Amounts for Each Category:

Teachers: 1 st Place: \$500 & Trophy	Students: 1 st Place: \$100 & Trophy
2 nd Place: \$300 & Trophy	2 nd Place: \$50 & Trophy
3 rd Place: \$200 & Trophy	3 rd Place: \$25 & Trophy
4 th Place: \$100 & Trophy	4 th Place: Trophy

- Honorable Mention for High Scoring Teams
- Top 25 teams & teachers will receive a Y.E.S. T-shirt

Previous Winners



2006 Spring "Sassy Shades," Rosebud



2006 Spring "Pic Belts," Bald Knob



2006 Fall "Little Dancing Debutants," Lonoke



2006 Fall "Teachers Pet," Atkins

Please note the following important rules:

- Teams are required to develop a new product, or service.
- Teacher advisors may represent more than one team and submit more than one business plan; however, each student team may only submit one plan.
- Teacher advisors may not be the parent of any team member, and must also be a certified K-12 teacher working in a school district.
- Student teams should consist of at least 2 and no more than 5 members in the 5th – 8th grades.
- Students may only be on one team.
- Each team is expected to conduct themselves in an ethical manner.
- All work should be performed by the students with guidance provided by the teacher advisor. Teams will be disqualified if this rule is disregarded.
- Teachers and students may win in more than one category.
- Business plans must be no more than 5 pages with a 12 point font. You must include a cover page with the teacher's name, student names, contact information including email, telephone, address, your school name, and the name of the company or product. Please submit 5 copies of the business plan paper-clipped together and in a folder.
- \$250 is the maximum loan funding allowed per team for the development of products, designs of the product, proof of concept, and booth display. Arkansas Capital Corporation will provide guidance to receive this loan and the rules for reimbursement.
- Please be sure students save their work – save copies of everything submitted.
- Teams are required to submit at least one of the following as a marketing piece by 11/28/07: A one page flyer, brochure, TV or radio AD.
(TV & radio submissions may be DVD, CD or VHS ONLY)

Y.E.S. 2007 – 2008 Calendar

January

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

March

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April

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15	16	17	18	19	20	21
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29	30					

May

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27	28	29	30	31		

June

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24	25	26	27	28	29	30

July

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22	23	24	25	26	27	28
29	30	31				

August

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September

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October

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28	29	30	31			

November

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December

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23	24	25	26	27	28	29
30	31					

January 2008

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June 26-28 2007:
 August 10, 2007:
 September 28, 2007:
 October 22, 2007:
 November 8, 2007:
 November 9, 2007:
 November 28, 2007:
 December 5, 2007:
 January 18, 2008:

Teacher Training Summer Workshop
 CIV Statewide Teacher Training Day
 Intent to Compete Forms Due
 Business Plans Due by email
 Judging of all written plans
 Notify 25 Finalists (Information will be emailed & posted on website)
 Marketing Piece Due
 Marketing Piece Judging, Turn in "field trip" forms if required by your school
 Expo Event