

Arkansas Tech University™ **Business**
CHALLENGE

Team Name: _____

High School: _____

The Startup or Expansion Idea (20 points)

- Detailed explanation of the idea
- What is it, why is this idea important?
- What problem does this idea solve?

NOTES

Organization & Structure (20 points)

- How will the idea be produced?
- How will the idea be distributed?
- Who will run the organization, and what makes them qualified to do so?

How will the idea be marketed? (20 points)

- How big is the market for this idea?
- Who are the competitors?
- What is the idea's competitive advantage?
- Description of the Target Market
- How will the target be made to become interested in purchasing and adopting the idea?

How profitable is this idea? (15 points)

Resources (15 points)

- What resources are needed?
- How will they be obtained?

Overall (10 points)

- Within Time Restrictions (5-7 minutes)?
- Structured and Professional Power Point Presentation?
- Slides submitted prior to presentation?

Judge: _____

Final Score: _____