

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: \_\_\_\_\_