



2020 OCEE Student Entrepreneur Challenge Outline

Challenge Purpose:

The dual purpose of this challenge is both to raise money to continue our mission work of strengthening economic and personal finance education in Oklahoma and to promote the spirit of entrepreneurship. We want our Oklahoma students to dazzle the community with their creative and unstoppable business minds.

Application Process:

Each entry must include (challenge open to current 3rd – 12th grade Oklahoma students only):

1. Complete online entry form found [here](#) (one entry per student)
2. Complete one-page business overview plan found [here](#)
3. 90 second video (instructions below)
4. Picture of applicant

Please e-mail items 2-4 to jgoodman9@uco.edu and include name of applicant in subject line. All items listed above must be received by midnight on May 4th, 2020.

Strategic Implementation Guidelines:

- What problem do you see or experience?
- Brainstorm ways this problem could be solved.
- Create a product or service that will help answer or prevent this problem.
- Come up with a catchy name for your product or service.
- Create a commercial for your business to promote your product or service that will be acted out during judging.
- Make a video for your commercial that will be presented to judges (instructions below).

Video/Commercial:

Students need to submit a 90 second (maximum) video which includes the commercial for their entrepreneurial idea/project.

Student should introduce themselves (first name and city only) and briefly explain their product or service and how they came up with the idea. They can include anything else that will fit within the 90 second total timeframe of the submitted video.

Commercial (intended to sell your product or service) should include these items:

- What is your product or service?
- What problem does it solve?
- Who is your target audience (who will buy the product?)
- What makes your product or service different?
- Why will people want your product or service?
- Where is it available?
- How much is your product or service?

Competition, Finalists & Judging

A panel of 3 judges will determine the finalists. Up to five finalists in each of the three categories (3rd – 5th grade, 6th – 8th grade and 9th – 12th grade) will be determined according to the construction of the business overview plan and the commercial requirements being met while using creativity and salability of the product or service. Additionally, entries will be evaluated based on their entrepreneurial vision, feasibility, innovation, leadership, social impact, and sustainability.

Finalists will be notified and all finalists videos will be posted on the Oklahoma Council on Economic Education website (econisok.org). In addition to promoting the entrepreneurship spirit, this challenge will serve as a campaign to help raise funds to keep OCEE's important mission moving forward. Supporters will be invited to submit votes for each donation as laid out below:

- \$5 donation = 1 vote
- \$25 donation = 6 votes
- \$50 donation = 12 votes
- \$100 donation = 25 votes
- Please note: the votes from one donation transaction must be awarded to the same competitor. To vote for more than one student, please process multiple transactions.

All finalists will receive an Outstanding Entrepreneurship Award certificate. **Grand Prize, 2nd Prize, and 3rd Prize** will be determined in each category by online voting and will receive a certificate mailed to them for social media bragging rights. Additionally, Grand Prize winners from each grade category will receive a \$100 prize.

Competition Timeline

APRIL 13, 2020

Competition launch

Entries are welcomed

MAY 4, 2020

Deadline for entries

MAY 8, 2020

Up to 5 finalists announced in each category

Voting Begins

MAY 17, 2020 MIDNIGHT

Deadline for votes

MAY 19

Winners announced by OCEE Board Chair