“Integrating Sustainable Programs into Restorative Environmental Development”
– IN.S.P.I.R.E.D. by Cyberculture!
March 27 – 30, 2023
Renaissance Montgomery Hotel & Spa at the Convention Center
EXERT Entrepreneurship Competition

Objective: To provide high school student innovators from the Black Belt an opportunity to develop a 10-minute or less business/product pitch. There will be 5 students from each county working together as a team to develop group business pitches. Each group member should take an active role in discussing aspects of the business pitch, for the team to score more favorably.

SCENARIO:
The year is 3000 and you are now on a planet unknown to human beings. The wildlife, climate, plants, and environment are foreign to you, and you have no way home. Extremely advanced technology that you have never seen before lines the streets and adorns the architecture of this habitat. Thankfully, you have $100,000 worth of currency, and your voice-activated smartwatch called AGRONIA. AGRONIA also has a Geographic Information System (GIS) built in.

Geographic Information System (GIS) - a computer system made for capturing and displaying positions on the earth’s surface to identify patterns that support decisions. These analyses are visualized through maps.

Examples of how a GIS map can be used:
- It can be used to determine if a dumpsite should be constructed near bodies of water that can cause contamination.
- It can be used to support emergency evacuation by identifying the shortest routes for transportation.
- GIS can also help in determining change by looking at images of an area taken at two different times. For example, looking at the growth of an area before a Wal-Mart is built and after it is built.
- GIS can provide descriptive information about the people or things in that area (for example: income, population, education levels, soil types, vegetation, water sources, buildings and roads).

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Contact: Dr. Billie Grant - bgrant@tuskegee.edu or Ms. Tiwon Siaway - tsiaway5737@.edu.
Your challenge is to develop a new technology that aids in your overall survival as it relates to agriculture. (Just know, anything should be able to work because agriculture is all around us)!

Agriculture - the science or practice of farming, including cultivation of the soil for the growing of crops and the rearing of animals to provide food, wool, and other products.

Each team must participate in the development of a business plan which consists of three items:

1. A team mission statement
2. Marketing plan/notes
3. Budget (must NOT exceed $100,000)
4. GIS Inclusion

❖ Mission Statement: What are you selling? A mission statement answers the question, "Why does our business/product exist?"
   - Technological inspiration for students: alarms, GPS, digital calendars, microphones, kitchen appliances, smart cars, video games, drones, electric toys, laptops, smartphones, etc.

❖ Marketing Notes: To whom and how are you selling it? Developing a Marketing Plan is about advertising. For your purposes, you will tell us who you're marketing to and how you will do it.

❖ Budget: How much does it cost for you to make this product? Fill out the finance sheet provided to include in the business plan (The budget that you are to work within is $100,000).

❖ GIS Inclusion: Where are you making this product and why?
   - How did you use GIS principles to determine the best place to start your new life and develop your product and why?
   - What is your planet’s habitat like? Describe the climate, vegetation, and wildlife.
ENTREPRENEURSHIP COMPETITION TEAM APPLICATION

Teacher: _________________________ Phone Number: ______________ Email: ______________________

School: __________________________ Location (County): ______________

Team Name: _______________________

(Please PRINT the names of 4-5 students who will be participating in the EXERT Competition)

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<tr>
<th>Circle ONE Competition</th>
<th>AGRICULTURE</th>
<th>CULINARY</th>
<th>ENTREPRENEURSHIP</th>
<th>SCHOLAR BOWL</th>
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<td>TEAM MEMBERS NAMES</td>
<td>T-Shirt Size</td>
<td>PARENT/GUARDIAN</td>
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TEAM MEMBERS NAMES: ___________________________ ___________________________ ___________________________ ___________________________

T-Shirt Size: SM, Med, Lg, XL, XXL, XXXL

(Please Write Below)

PARENT/GUARDIAN PHONE NUMBER

Please complete this form and email to bgrant@tuskegee.edu and/or tsiaway5737@tuskegee.edu no later than November 28, 2022

***Any applications received beyond this date will be considered LATE and will not be accepted.

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Contact: Steven McCrary, Director Location: Tompkins Hall, Room 404 0: 334-724-4343 | C: 615-604-1225 smccrary@tuskegee.edu

Contact: Dr. Billie Grant - bgrant@tuskegee.edu or Ms. Tiwon Siaway - tsiaway5737@tuskegee.edu
EXERT Entrepreneurship Competition- TEAM EVALUATION FORM

Team Name: ____________________________________________

Product Name: ____________________________________________

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<th>Evaluation Rubric</th>
<th>Points</th>
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<td><strong>Innovation</strong> — Is this a new and innovative idea with high potential for impact? Does it incorporate a completely new technological advance?</td>
<td>____/20 pts</td>
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<td><strong>Presentation</strong> — Is the business plan thorough? Was every penny of the budget planned out in the most efficient way? Is the team knowledgeable about their purpose and audience?</td>
<td>____/20 pts</td>
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<td><strong>Inclusion of Agriculture</strong>— Does the product relate to agriculture and support the environment and natural resources present on this new planet?</td>
<td>____/15 pts</td>
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<td><strong>GIS Inclusion</strong> — Did the team include GIS to find their ideal location? Did the team use GIS principles to help them make the best decisions for their product development?</td>
<td>____/15 pts</td>
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<td><strong>Clarity</strong> — Is the idea concise and organized? Does this new technology make sense for the teams’ needs and environment?</td>
<td>____/10 pts</td>
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<td><strong>Comprehensiveness</strong> — Does the presenter demonstrate knowledge of the product, environment, and how it will operate? Was the presentation at least 5 minutes and no longer than 10 minutes?</td>
<td>____/10 pts</td>
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<td><strong>“Wow” factor</strong> — Judges discretionary points to award for above and beyond efforts, energy, and passion.</td>
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**Total Points** _______/100 pts

**Judge Comments:**

_____________________________________________________________________________________
_____________________________________________________________________________________
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Judge’s Name (Printed): __________________________ Judge’s Signature: __________________________

Date: __________________________

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Photography/Video/Media Release

For the purpose of providing information, photographs and/or video for publications and other marketing developed by Tuskegee University Cooperative Extension Program (TUCEP), its employees, administrators, agents, volunteers, contractors, presenters, designated representatives, partners, funding sources, and/or assigns to promote programs and activities associated with “EXERT Farm Plan Competition 2019”.

We authorize the TUCEP/“EXERT Farm Plan Competition” organizers to release information about our participation in the program to use, publish and republish information, photographs, film, audio/video tape, record/or televise our image and/or voices for use of publications or promotional materials related to “EXERT Farm Plan Competition 2019” and TUCEP without any restriction by TUCEP, its employees, administrator, agents, volunteers, contractors, presenters, designated representatives, partners and funding sources. We understand that information may be provided verbally or by computer data transfer, mail, fax or hand delivery. We further understand and agree to the release of information authorized in this form. We understand that we may revoke this release in writing at any time, but we understand and agree to the release of information that is already released. A copy of this form is valid to give our permission to release records.

Additionally, we fully understand that our participation in EXERT Farm Plan Competition 2019 will require completion of pre and post surveys that will be used for the sole purpose of measuring skills and knowledge.

If you DO NOT want photographs, video, and other media images to be used, please placed an X here:

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