



Entrepreneurship Competition Instructions

Objective: This competition gives students in the Black Belt region a chance to create a short business plan or product pitch in under 10 minutes. Teams of up to 5 students per county will collaborate on their pitches. Everyone in the group needs to actively contribute for a better score. Use GIS (Geographic Information System) to help shape your business idea. Consider factors like location, climate, and environment.

GIS Explanation: GIS is a computer system that helps identify patterns on the Earth's surface. It uses maps to visually represent data. For your project, think of GIS as a tool to choose the right business idea for your region. For instance, don't try to sell bathing suits in Antarctica—use GIS to guide your business plan based on the area's features.

Examples of GIS use:

- Decide if building a dumpsite near water bodies is safe.
- Plan emergency evacuation routes for efficiency.
- Track changes by comparing images of an area over time.
- Provide descriptive information about people and things in an area (e.g., income, population, education levels).

Competition Challenge: Create a technology to aid agriculture. Agriculture is broad, so be creative! Your project should be viable anywhere since agriculture is all around us.

Business Plan Components:

1. **Mission Statement:** Explain what your product is and why it exists. Answer the question, "Why does our business/product exist?" Think about inspiration from technologies like alarms, GPS, digital calendars, etc.
2. **Marketing Notes:** Describe who your target audience is and how you plan to advertise. Share your marketing strategy.
3. **Budget:** Create a budget that does not exceed \$10,000. Fill out the finance sheet provided in the business plan template.
4. **GIS Inclusion:** Discuss where you'll make the product and why. Explain how you used GIS to choose the location. Describe the environment, including climate, vegetation, and wildlife, to support your idea.

Evaluation Criteria:

- **Innovation:** Is this a new and innovative idea with high potential for impact? Does it incorporate a completely new technological advance? **20 pts**
- **Presentation:** Is the business plan thorough? Was every penny of the budget planned out in the most efficient way? Is the team knowledgeable about purpose and audience? **20 pts**
- **Inclusion of Agriculture:** Does the product relate to agriculture and support the environment and natural resources present on this new planet? **15 pts**
- **GIS Inclusion:** 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? **15 pts**
- **Clarity:** Is the idea concise and organized? Does this new technology make sense for the teams' needs and environment? **10 pts**
- **Comprehensiveness:** 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? **10 pts**
- **"Wow" factor:** Judges discretionary points to award for above and beyond efforts, energy, and passion. **10 pts**

Prizes: Exciting prizes will be awarded to the top three teams based on the cumulative scores from the evaluation criteria.

Deadline: All submissions must be submitted by February 9, 2024. Late submissions will not be considered.

Contact: For any clarifications or assistance, contact Dr. Billie Grant (bgrant@tuskegee.edu), Dr. Richard Whittington (rwhittington1@tuskegee.edu), and Ms. Sheanell Edwards (sedwards@tuskegee.edu).

Remember, the goal is to be creative, practical, and mindful of the region's characteristics in developing your agriculture-related technology. Good luck!

The EXERT Competition is part of the Annual Farmers Conference at Tuskegee University, an educational forum that features tours, panel discussions, interactive demonstrations, concurrent workshops and EXERT competition.

APPLICATION DUE DATE – December 11, 2023

Event Timing: March 12th-15th, 2024

Event Address: 132nd Farmers Conference at Embassy Suites,
300 Tallapoosa Street, Montgomery, AL, 36104

Website: <https://www.tuskegee.edu/programs-courses/colleges-schools/caens/conferences-workshops/farmers-conference>

