



Brunswick County Business Entrepreneur Competition

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SHARK MASTERS

The Brunswick County Rotary Shark Masters entrepreneur competition will award a grand prize of \$2,500 to the winning team at our Finals on March 14, 2018. This packet will give you the information you need to start your journey. We recommend that you watch online episodes of the TV show, Shark Tank, as background information and inspiration. Unleash your imagination and business skills by working with your teachers, parents, and Rotary mentors. All prize money will be split evenly between the winning team, which may be comprised of up to 3 contestants. The allocation of money may be either in cash or scholarship form according to the team's preference. Once you have filled out the forms, please send this document to: contact@southportrotaryeveningclub.com

This competition is sponsored by all five Brunswick County Rotary clubs. Founded in 1905, Rotary was the first official social network created in the United States. Rotary is committed to building better futures for our fellow citizens. This SHARK MASTERS competition was created to spark innovative thought and creativity in our county's students and to create an interest in entrepreneurial spirit. Another goal of our competition is to show young entrepreneurs that there are local resources available to help them grow their own potential business through the Small Business Center located at the Brunswick Community College's Leland campus: <http://www.brunswickcc.edu/brunswick-business-industry-incubator-2/>



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RULES

- 1) Competition is open to all enrolled students (high school/home-schooled/early college) in Brunswick County from grades 9-12
- 2) Each team may be comprised of up to 3 students
- 3) Entries shall consist of either a service or product that could be used to start a new business. A business plan sheet (see below) must be submitted to the contact@southportrotaryeveningclub.com five weeks prior to the semi-finals
- 4) Each team must be registered by November 1, 2017 (see Registration Form at the end of this document) by sending Registration Form to:
contact@southportrotaryeveningclub.com
- 5) Presentations may include video advertisements (no longer than 30 seconds) and handouts, but no longer than 15 minutes in total. Focus on delivering an effective, persuasive presentation.
- 6) Entrants may post advertisements around their schools to promote their business idea
- 7) If applicable, entrants may create a model of their product to share with the judges
- 8) Coaching: Parental and community involvement is encouraged, but only to the extent of assisting by relating their past experiences, strategizing, brainstorming for original ideas, and/or critiquing oral presentations. Hands-on assistance outside of this scope is discouraged as we want a level playing field for all concerned.

When in doubt about the rules, please follow the Rotary Four-Way Test as a guideline:



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SHARK MASTERS BUSINESS PLAN

1. What is your company name?
2. What is your business?
3. What service or product does your business provide?
4. What steps would you take to start a business?
5. How much would you charge for your product or service?
6. Provide detailed listing of start-up costs to include expenses and receivables.
7. What is your marketing strategy?
8. If applicable, what is your protocol for production of the product or service?

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JUDGING GUIDELINES

Both the preliminary and final round presentations will be judged on the following criteria:

15% - Innovation: With a focus on drawing out new business ideas, the core idea itself is important. In this category, a completely new idea with compelling potential can do well, even if the proposed details of its execution may seem doubtful.

10% - Proof of a Market: Even great business ideas and/or products fall flat if nobody in particular wants to buy or use them.

25% - Marketing Plan: Letting potential customers know about your product or service is vital in this competition. Your marketing plan should be compelling and realistic.

50% - Presentation: The greatest of ideas need a great champion to showcase them. Your presentation must be cogent and persuasive to your audience.

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REGISTRATION FORM

SHARK TEAM NAME:

STUDENT NAME 1 and EMAIL ADDRESS:

STUDENT NAME 2 and EMAIL ADDRESS:

STUDENT NAME 3 and EMAIL ADDRESS:

SCHOOL NAME or indicate if HOME-SCHOOLED:

TEACHER MENTOR(S) and EMAIL ADDRESS:

PARENT MENTOR(S) and EMAIL ADDRESS:

ROTARY MENTOR(S) and EMAIL ADDRESS:

SEE NEXT PAGE FOR PHOTO/PUBLICITY WAIVER

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Team Member 1

PHOTO/PUBLICITY RELEASE WAIVER

Brunswick County Schools shares academic or extracurricular activities and awards in various formats, including local media, print and audio/video, social media, flyers, and web pages. Brunswick County Schools may publish and distribute photograph, voice recording, or electronic transmissions and they may be distributed through media and social media, including (but not limited to) photographs, video recordings, or electronic submissions, as well as on the Brunswick County Schools' web pages. Parents not wanting their child to participate should submit an opt-out letter to the school principal or attach it to this form.

Signature of Parent/Legal Guardian:

Date:

Team Member 2 (if needed)

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Signature of Parent/Legal Guardian:

Date:

Team Member 3 (if needed)

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