

Hosting a business model or capstone presentation is an excellent way to allow students to showcase their understanding of seeking opportunity, using sound judgement, and displaying confidence to pivot or persevere. A competition is a great way to engage with the school and district as a whole, as you may choose to host a competition in your school. You may also consider hosting a competition in the community and even opening it up to other students. Remember, there are many national competitions to connect to as well.

Consider offering the students an opportunity to work with mentors or even be a part of an incubator to see their product or service come to fruition may increase engagement and participation.

Teacher Checklist for Classroom Competition

It is recommended that you have a checklist for yourself. This checklist should include the items or tasks you want to remember as you plan and prepare for Business Model Competitions. This list might include, but is not limited to, those listed below.

- > Approvals
 - Administration and/or community contact approval of date(s)
- > Communications and Media
 - Put competition dates on school calendar/community venue calendar
 - Create an announcement in community forums
 - Share your story and pictures on social media
 - Create your own hashtag and tag your school and/or districts' social channels as well.
 - Add media milestones to your calendar
 - Consider what is important that needs to be shared before, during and after the event.
 - Consider reaching out to local media outlets – share a press release to inform media audiences about your classes' capstone project and/or invite the media to your event.
 - Request judges (district and community). This is a great time to engage district and school staff as well as community members. Consider classroom volunteers and your city's Small Business Owners, Chambers, and Rotaries to mentor your students as they are preparing for the competition.
- > Logistics
 - If hosting a virtual competition, set up a virtual class link that can be shared, and protected, with judges, mentors, community and school leaders, etc.
 - If hosting in-person, coordinate who will greet each judge and escort them to the competition location within your venue.
 - Provide judges with materials to score each pitch
 - Scoring sheets with student's names and business names
 - Scoring rubric
 - Instructions for how to return the scoring sheets to you
 - Request sponsorships or donations from the community for awards. YE offers additional funding to support special projects. Click [Capital Request](#) to access the application. There may be opportunities to seek funds from YE.

- Send a thank you email to your volunteers and judges. This may be a great time to have students hand write thank you letters.

Teacher Checklist for Multi-School/Organization Competition

All items listed above for a classroom competition and those below:

- > Create an outline of roles and responsibilities for individuals who are supporting the competition (students, other educators, community members, etc.)
- > Create a contract for students participation that includes items like receiving approval from any classes they will miss, a commitment to make up any missing work, dress attire, behavioral expectations, etc.
- > Determine schedule for the day of the event and post it to competition promotional sites (like. Facebook event, etc.).
- > Consider roles for students that are not competing.

Supporting Resources

We have also pulled together several resources that you could modify or leverage for your competition. They can be found under Lesson Resources for the Prospective Business activity:

- > Presentation Scoring Guide
- > Video Pitch Outline
- > Email Templates
- > Certificate
- > [Brand Standards Press Kit](#)

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