



2010 Youth Business Concept Competition

The competition is open to all participants who meet the following criteria:

1. All High school students currently enrolled and in good standing at a Central Texas area high school within our 14 county service area. (Visit <http://www.bigAustin.org/loans/index.htm> for a list of service area counties)
2. The concept submitted must be an original idea for a business.
3. The principal business operations of the business must be located in Central Texas.
4. Applicants must be legal residents of the United States.
5. Finalist of the competition will be strongly encouraged to be present on BiGidea Day at the Awards Luncheon, Friday, April 16, 2010. You are **required** to participate in all BiGidea Day events/activities including, but not limited to, promotion of the applicant's business, BiGidea Day, and BiGAUSTIN.
6. Immediate family members of directors, officers or employees of BiGAUSTIN or 2009 BiGAUSTIN sponsors, funders and in-kind partners are not eligible for this competition.

The Evaluation Criteria

- **Feasibility of Business Model:** The feasibility of the business model, given the market opportunity and the venture's specific operations plan.
- **Product/Service Plan:** Purpose, uniqueness & features, stage of development, and production.
- **Marketability:** Industry profile, competition, and evidence of demand for the venture in the marketplace.
- **Fundability:** The potential for the venture to receive financial support from additional sources.
- **Growth Plan:** New offering to markets, current capital requirements, and needs for additional staffing if applicable.

Confidentiality of the Business Plans and Ideas

1. All new business plans will be reviewed by BiGAUSTIN Staff and contest judges.
2. The only individuals who will have access to concept statements will be the 2010 Youth Competition Committee and the judges of the BiGAUSTIN Youth Business Concept Contest. These judges are professionals who regularly deal with confidential information in the course of their work. They have been asked to treat the business plans with the same care and respect for confidentiality that they provide their potential clients. They will excuse themselves from judging if a conflict of interest arises.
3. Note that the short description of the business idea (elevator pitch provided by applicant) may be used in public documentation relating to the contest.
4. **DUE DATE FOR BUSINESS PLAN SUBMISSION IS FEBRUARY 15, 2010 at 5:00 PM CST.** Any required presentations will be made to an audience of peers, guests, sponsors and supporters of BiGAUSTIN at the BiGidea awards luncheon.