

## 2022 Wisconsin High School Business Model Competition

Saturday, May 21, 2022 | 10-4 P.M.

### OVERVIEW:

The Wisconsin High School Business Model Competition is a business idea pitch competition open to high school students statewide. The purpose of this event is to celebrate entrepreneurship within high schools and provide students with an integrative learning experience.

### WHY PARTICIPATE:

Colleges and employers are seeking individuals with leadership characteristics and abilities to think outside of the box. The Wisconsin High School Business Model Competition gives high school students the opportunity to learn valuable presentation and communication skills outside of the classroom, then participate in a collegiate level competition – all while honing entrepreneurial skills that last a lifetime.

### ELIGIBILITY:

Open to all Wisconsin high school sophomore, juniors and seniors. Solo entrepreneurs and team applicants qualify (max of 3 team members). The competition is not limited to specific business categories; all types of ideas are welcome. Existing ventures eligible if lifetime revenues and/or investment is less than \$10,000.

### AWARDS:

- 1<sup>st</sup> Place: \$8,000 Scholarship to attend UW Oshkosh
- 2<sup>nd</sup> Place: \$5,000 Scholarship to attend UW Oshkosh
- 3<sup>rd</sup> Place: \$2,000 Scholarship to attend UW Oshkosh

Students that choose **not to attend** UW Oshkosh will be awarded the following amounts:

- 1<sup>st</sup> Place: \$3,000 cash, distributed in lump sum
- 2<sup>nd</sup> Place: \$1,500 cash, distributed in lump sum
- 3<sup>rd</sup> Place: \$500 cash, distributed in lump sum

If multiple students are on a team, awards will be distributed evenly among team members.

### TIMELINE:

- Applications Open: Monday, January 17, 2022
- Applications Close: Sunday, April 10, 2022 at 11:59 PM
- Finalists Announced: Friday, April 20, 2022

### APPLICATION PROCESS:

The first round of the competition will take place online and involve the submission of an application form. Applications will be accessed by visiting the web page: [uwosh.edu/cei/hs-pitch](http://uwosh.edu/cei/hs-pitch)

### ALTA RESOURCES CENTER FOR ENTREPRENEURSHIP AND INNOVATION

Sage Hall 1410 | 835 High Avenue | Oshkosh, WI 54901  
PHONE (920) 424-1826 | EMAIL [brosmand@uwosh.edu](mailto:brosmand@uwosh.edu) | WEB [uwosh.edu/cei](http://uwosh.edu/cei)

Each submission will be reviewed by a panel of judges comprised of various business professionals. Judges will evaluate each submission based on a pre-defined scorecard/rubric. Up to twenty-four (24) teams will advance to the in-person event in May. Finalists will be announced no later than April 20, 2022. Teams will be notified via e-mail if moving on to the next round.

**ON-CAMPUS EVENT:**

Twenty-four (24) finalists and their families will be selected to present their business idea to a panel of judges during an all-day event on Saturday, May 21, 2022 at the University of Wisconsin Oshkosh.

9:30-10:00 AM	Doors Open & Check-In
10:00-10:15 AM	Welcome
10:15-11:30 AM	Semi-final Rounds
11:30-12:30 PM	Break: Self-Guided/Guided Tours, Judges Deliberate
12:30-1:30 PM	Lunch, Announce Finalists
1:30-2:45 PM	Final Pitches
2:45-3:15 PM	Judges Deliberate
3:15 PM	Winners Announced
4:00 PM	Event Concludes

Semi-Finals: Judges in each room will decide the top three teams to advance to the finals (nine total).

Students will be responsible for all transportation and lodging associated with participating in the Wisconsin High School Pitch Competition. Parking will be cleared on campus.

**COMPETITION RULES:**

Finalists will have four minutes to pitch, followed by two minutes of Q&A with the panel of judges. Judges will be drawn from a variety of backgrounds, including funders, founders, industry experts and executives, and other specialists. Judges will evaluate pitches based on a set scorecard criteria. This feedback will be shared with the finalists.

Slides and/or visuals will be highly recommended at the finals event. Teams will have access to a computer and projector. Presentations should focus on the problem/solution, market opportunity, revenue model, competition, team qualities, and next steps (see attached scorecard).

Presentations will be given in front of judges and other finalists. Non-team members may not speak during the presentations or Q&A.

**CONTACT US:**

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## 2022 Wisconsin High School Business Model Competition Scorecard

CATEGORY	SCORING: Needs Improvement										Excellent
<b>Problem or Need</b> The problem or need is real; customer has significant pain or has large unfulfilled needs.	1	2	3	4	5	6	7	8	9	10	
<b>Solution</b> Better, faster, cheaper, simple vs complex, quality, efficient, convenient, focused.	1	2	3	4	5	6	7	8	9	10	
<b>Target Market</b> Target market is large and/or growing, or is a high priced niche. Customer is well defined.	1	2	3	4	5	6	7	8	9	10	
<b>Competition &amp; Competitive Advantage</b> Direct vs. indirect competition, barriers to entry? Patents? Partnerships? Clearly superior.	1	2	3	4	5	6	7	8	9	10	
<b>Presentation</b> The team presented their venture in a logical, persuasive manner, and answered questions well.	1	2	3	4	5	6	7	8	9	10	

**Comments:**

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