

IDEA TO IMPACT CHALLENGE - SCDC 2024

STUDENT INSTRUCTIONS

The IDEA to IMPACT challenge is an opportunity for students to pitch a business idea that will benefit their local community. Studies have shown that buying from an independent, locally owned business, significantly strengthens the economic base of a community. During SCDC, the top three **teams** in the Idea to Impact challenge, will win college scholarships ranging from \$1,000 to \$5,000. Scholarships will be paid directly to the school.



The IDEA TO IMPACT competition – beginning to end

1. Teams are composed of one to three members of a DECA chapter.
2. Advisors **must** register students in the SCDC registration system. No substitutions will be permitted.
3. **No prior submission or FLC attendance required.**
4. **Teams can use visual aids in the presentation including, slideshows, media, prototypes, presentation boards.**
5. **Students can participate in another event AND the Idea to Impact Challenge but NOT three events at SCDC. Teams will automatically be DQ'd in the Idea to Impact Challenge if one or more of the team members are entered into more than one event at SCDC.**
6. **Teams cannot use the same business, product, they are using in another event at SCDC.**
7. Analyze your own community, is there a need for a business or service?
8. Begin brainstorming your business, product or service idea.
9. Read and understand the scoring criteria on the rubric.
10. Finalize your business, product, or service idea.
11. Practice your pitch presentation with peers and teachers.
 - a. The total time with the judge is 15 minutes. Each team will have 10 minutes to present, 5 minutes will be reserved for judge questions.

LOCAL COMMUNITY

Definition of local community: A group of interacting people living in a common location who strengthen the local economy. The proposed business idea could serve several purposes: increase jobs, reduce environmental impact, support community (non-profit), highlight unique features of your community, or solve a social or economic problem. The business must be based in the students local community.

TIPS FOR A SUCCESSFUL PROJECT

- Judges will be looking for a creative service/product/business that:
 - Is relevant and would succeed in the current economic LOCAL environment.
 - Shows how the business/product/service will address a problem.
 - Shows how, within a reasonable time, the business will pay for itself and become profitable and sustainable.
- Awards will be announced during Closing Session on March 2.
- The top 3 teams with the highest overall score will receive the following:
 - Announcement during Closing Session of SCDC 2024 and social media.
 - Medals for each team members.
 - Scholarship award to be split by winning teams. 1st place - \$5,000 2nd place - \$2,500 3rd place - \$1,000

Presentation Evaluation Rubric

Category	Little Value	Below Exp.	Meets Exp	Exceeds Exp	Judge Score
Problem – Description of need for product/service/business	0, 1, 2	3, 4, 5, 6	7, 8, 9, 10	11, 12, 13, 14, 16	
Unique Value Proposition	0, 1, 2	3, 4, 5, 6	7, 8, 9, 10	11, 12, 13, 14	
Solution/Details of the product/service/business	0, 1, 2	3, 4, 5, 6	7, 8, 9, 10	11, 12, 13, 14	
Budget	0, 1, 2	3, 4, 5, 6	7, 8, 9, 10	11, 12, 13, 14	
Conclusion/Ask for funding	0, 1, 2	3, 4, 5, 6	7, 8, 9, 10	11, 12, 13, 14	
Visual Presentation	0, 1, 2	3, 4, 5, 6	7, 8, 9, 10	11, 12, 13, 14	
Professional Standards including grammar, appearance, confidence	0, 1, 2	3, 4, 5, 6	7, 8, 9, 10	11, 12, 13, 14	
Total					