CONTEST GUIDE UNDERWRITER

UTA College of Business

UTA College of Engineering

WHAT'S YOUR BIG IDEA?

ENTREPRENEURSHIP CONTEST

HIGH SCHOOL

PARTNERS IN EDUCATION

greater Arlington chamber of commerce

Arlington INDEPENDENT SCHOOL DISTRICT

WHAT'S YOUR BIG IDEA? CONTEST OVERVIEW

The Greater Arlington Chamber of Commerce, in partnership with Arlington ISD, is proud to announce the return of the high school expansion of the **What's Your Big Idea? Entrepreneurship Contest (WYBIEC)!**

This year, we're introducing a new theme to challenge students to think beyond the ideas of today and explore the opportunities of tomorrow.

2026 THEME: WHAT DOES LEADING IN THE FUTURE LOOK LIKE?

The future belongs to those who recognize opportunities, challenge assumptions, and turn bold ideas into solutions that help people, businesses, and communities thrive.

Through the WYBIEC, students are challenged to think like entrepreneurs and develop innovative business ideas that address real problems, meet customer needs, and create lasting value in Arlington.

Your idea doesn't have to change the world. It needs to solve a problem, serve a purpose, and have the potential to make a difference. Consider what your community needs, how your idea could work as a business, and how it could create a stronger future for Arlington.

Don't just imagine the future. Build a business that helps create it.

HOW TO ENTER THE CONTEST

STEP 1 Organize a Team

Establish a team of three (3) to five (5) members. Teams smaller than three students or larger than five students will be disqualified.

**Team members do not have to attend the same school and grade level and ages may vary. All students MUST be enrolled in one of the eight (8) AISD high schools.*

STEP 2 Choose a Challenge

Uncover the challenge problems at **www.arlingtontx.com/BigIdea/HS**.

STEP 3 Get Started

Brainstorm a new solution for one of the revealed issues.

Ensure each team member holds a specific responsibility in the collaborative process.

Provide detailed solutions to the problem, including all the steps in the process.

STEP 4 Generate a Video Pitch

Communicate your team's solution in a 2-3-minute video presentation to be attached to your final entry form, which can be found at www.arlingtontx.com/BigIdea. Videos less than two or over three minutes will not be evaluated.

STEP 5 Submit an Entry

Complete and submit an Entry Form available at www.arlingtontx.com/BigIdea/HS.

ALL ENTRIES ARE DUE BY SUN., MARCH 7, 2027

RECOGNITION & AWARDS

Win individual prizes and an exciting gift bag valued at approximately $1,000–$2,000! Gain recognition for your Team's creativity, showcase your entrepreneurial skills, and explore the potential to turn your big idea into a real business.

Top winners will be recognized at a special awards ceremony in April 2027.

JUDGING

Entries will be evaluated by entrepreneurs and business/community leaders based solely on the video presentation. Teams must also document their idea development and brainstorming. Review the Team Checklist at www.arlingtontx.com/BigIdea/HS to ensure all requirements are met.

Judging Criteria

- Team organization and collaboration
- Innovation and problem-solving
- Communication of the idea and its value
- Business viability and implementation

The most innovative and viable team from each challenge will be selected as a **TOP WINNER TEAM!**

CONTEST TIMELINE

October 14 – Challenges Released

March 7 – Entry Form & Video PItch Due by 11:59 p.m. CST

March 22 – Top Winning Teams Announced

CONTEST GUIDE UNDERWRITER

UTA College of Business

UTA College of Engineering

FREQUENTLY ASKED QUESTIONS (FAQ)



ELIGIBILITY AND PARTICIPATION

Q: Does a student have to be enrolled in a business, marketing or entrepreneurship course to participate? A: No. Students may participate in the contest regardless of the courses they are enrolled in.

FORMING TEAMS

Q: Are teams required to have an instructor sponsor? A: No. While the support of a teacher is recommended, it is not required.

Q: Are members of the team required to be in the same school or class? A: No. Team members do not have to be from the same classroom, grade, school or organization, but all students must be currently enrolled in an AISD high school.

Q: May a student participate with more than one team? A: No. A student may only participate on one team.

Q: How many entries may each team submit? A: Each team is allowed to submit only one entry.

Q: Is there a limit to the number of entries a class, school or organization may submit? A: No. There is no limit to the number of entries a class, school or organization may submit. There is no limit to the number of teams a class, school or organization may have. Each student may only participate on one team. Each team may only submit one entry.

EVALUATIONS

Q: Will additional text in the submission form contribute to the evaluation? A: No. The contest entry will be evaluated solely on the information presented in the video. However, documentation of your team's idea development and brainstorming is required. These include but are not limited to - notes, drawing, charts, whiteboard pictures, group emails/chats/texts, spreadsheets, word documents, outlines, mind maps, flow charts, etc. Submissions that do NOT include brainstorming documentation will NOT be evaluated.

VIDEO TIPS

1. MAP OUT YOUR PRESENTATION
   - Plan and memorize a script to present.
   - Plan which team member is covering which part of the presentation and practice transitions.
   - Organize a list of video shots you want to incorporate.
2. KEEP YOUR VIDEO SHORT AND CONCISE
   - Offer information that is useful, informative and purposeful.
   - Provide points that are easy to understand (use charts or models if necessary).
3. USE BACKGROUND MUSIC
   - Add music when appropriate to help project a desired emotion.
   - Don't use music that will overpower your message.
4. PLAY WITH CAMERA ANGLES AND SHOT RANGES
   - Switch up the presentation's point of view throughout the pitch to keep viewers engaged.
   - Don't allow creativity to distract viewers from your message.
5. CONDUCT A SOUND CHECK
   - Ensure audio level is not too high or too low.
   - Eliminate background noise that can overpower your message.
6. MAKE IT YOUR OWN
   - Showcase your unique point of view to help your team stand out.
7. EDIT FOR A FINISHED PRODUCT
   - Make your presentation professional and exciting by using a video editing program. (Helpful Tip: find out how you can use your video production 1 resources on your home campus and/or the resources at the Dan Dipert Career+Tech Center to make your video look professional).
   - Check your school or public library for resources to enhance your presentation.
   - Ensure audio matches the video (there is nothing more distracting than sound that doesn't match the lip movements).
8. Ensure your video uploaded correctly
   - Check sound quality one final time
   - Ensure the video is right side up and audio matches the video

ALL ENTRIES ARE DUE BY SUN., MARCH 7, 2027

CONTEST GUIDE UNDERWRITER
UTA College of Business
UTA College of Engineering

CONTEST ENTRY CHECKLIST

Use this checklist to review your team's submission before entering the contest. Your video pitch should communicate your idea clearly and demonstrate how it could become a viable business in Arlington, Texas.



PART 1: REQUIRED SUBMISSION MATERIALS

All items in this section must be completed for your entry to be eligible for evaluation.

- ☐ Team Eligibility: Our team consists of 3–5 eligible Arlington ISD high school students.
- ☐ Challenge Selection: We selected one of the provided challenges and developed one business idea in response.
- ☐ Video Length: Our video pitch is between 2 and 3 minutes.
- ☐ Idea development Documentation: We included documentation showing how our idea developed from brainstorming to our proposed solution.
- ☐ Entry Submission: We completed the required entry form and submitted all required materials by the deadline.

Brainstorming documentation may include notes, drawings, charts, photographs of a whiteboard, mind maps, flowcharts, outlines, spreadsheets, or group communications. Documentation does not need to be professionally produced.

CHALLENGE TIMELINE

October 14 – Challenges Released

March 7 – Entry Form & Video Pitch due by 11:59 p.m. CST

March 22 – Top Winning Teams Announced

PART 2: WHAT TO INCLUDE IN YOUR VIEDO PITCH

Use the following checklist to ensure your team has communicated the essential parts of its idea.

1. Define the Problem or Opportunity

- ☐ We clearly explain the problem, need, or opportunity our idea addresses.
- ☐ We explain why it matters and who is affected.
- ☐ We use observations, research, data, or other supporting information where appropriate.

2. Present an Innovative Solution

- ☐ We explain our proposed product, service, or experience.
- ☐ We describe how it addresses the problem or opportunity.
- ☐ We explain what makes our idea different from existing solutions or approaches.

3. Explain the Value

- ☐ We identify our intended customers or beneficiaries.
- ☐ We explain the value our idea provides and why someone would use, purchase, or support it.
- ☐ We describe how our idea could benefit Arlington or its community.

4. Demonstrate Business Viability

- ☐ We explain how the idea could become a business owned and operated in Arlington, Texas.
- ☐ We identify how the business could generate revenue or sustain its operations.
- ☐ We outline realistic steps for getting the idea started.
- ☐ We consider relevant challenges, limitations, or risks and how we might address them.

5. Demonstrate Teamwork and Communicate Clearly

- ☐ Every team member is featured and contributes to the pitch.
- ☐ Our presentation demonstrates collaboration and shared ownership of the idea.
- ☐ Our video is organized, coherent, and easy to follow.
- ☐ Our audio and visuals support the message.
- ☐ We have checked the video length, sound, and final presentation before submitting.

ENTRIES DUE BY SUN., MARCH 7, 2027

CONTEST GUIDE UNDERWRITER
UTA College of Business
UTA College of Engineering