



ROUND 1: SEEKING OPPORTUNITY

- What is Y.E.S.:** A Statewide Business Plan Competition
- Who can enter:** All Students in Grades 5 to 8
- Team Size:** 1 –6 Members
- How to Enter:**
- K-12 Teacher must sponsor the team.
 - Students should work with their teacher to create a Business Plan for a new product or service (5 Pages Maximum with a 12pt font, cover page not included in the 5 pages).
 - Fill Out the Entry Form.
 - Submit the Entry Form & Business Plan via email
- Registration is due:** Intent to Compete Forms due September 29, 2010 by 5:00 p.m.
Business Plans due October 29, 2010 via email by 5:00 p.m.
Email plans to kdaniels@arcapital.com or mail 5 copies to 200 River Market Avenue, Suite 400, Little Rock, AR 72201
- For more information:** Official Rules and Requirements can be found at <http://aeafoundation.com/>

ROUND 2: MAKING IT HAPPEN

- The categories:**
- | | |
|--------------------------|-------------------------|
| Best Business Plan | Best Marketing Plan |
| Best Retail Book Display | Most Innovative Product |
- Student Prizes:**
- | | |
|--|---|
| 1st Place - \$100 + Trophy | 3rd Place - \$25 + Trophy |
| 2nd Place - \$50 + Trophy | 4th Place - Trophy |
- Teacher Prizes:**
- | | |
|--|--|
| 1st Place - \$500 + Trophy | 3rd Place - \$200 + Trophy |
| 2nd Place - \$300 + Trophy | 4th Place - \$100 + Trophy |

Round 2: The TOP 25 TEAMS in Arkansas will make it to Round 2 (Business Expo)

Major Dates: **Marketing Pieces Due – December 9, 2010 by 5:00 p.m.**
Expo Event – TBD

During the Expo: Teams will for sale their products (if it is a service, then a presentation board describing the service must be on display).