



*A-State Innovate
High School Competition*

*Can you Deal
with the Pack*



ARKANSAS STATE UNIVERSITY
Delta Center for
Economic Development

Purpose

Thrown to the Wolves is a project-based learning challenge for area high schools that is based on the “Shark Tank” television program. Students will demonstrate critical thinking, creativity, collaboration, and communication skills by (1) developing an innovative project as an entrepreneur, and (2) preparing a pitch and business/marketing campaign for that innovation.

Eligibility

High school sophomores, juniors, or seniors from the 12-County University Center program operating region: Clay, Craighead, Crittenden, Cross, Greene, Jackson, Lawrence, Mississippi, Poinsett, Randolph, Sharp and St. Francis counties. The sponsor for the student/student group must be a certified teacher currently employed by their school.

How the Competition Will Work

The competition takes place in 2 rounds:

Preliminary Round:

The Preliminary Round is held at the school level. It is not a live competition. Students will prepare a 3-minute video pitching their idea. A prototype or visual aid demonstrating the idea should be used in the video. Students are also asked to submit a business/marketing plan no more than one page in length. Materials will be submitted to the school. Each school will judge submissions, using in-house judges, and choose one winner to forward to the Final Round. If the school only has one participant/team, they will automatically be forwarded to the Final Round. Preliminary Rounds can take place any time between October 24 – November 11, 2022.

Final Round:

The Final Round will be held in the Arkansas State University Reng Center Auditorium on Saturday, November 19, 2022. Students will present their pitch, prototype, and marketing plan to the judges (“Alphas”) in front of a live audience. Awards will be presented for 1st, 2nd, and 3rd place.

How the University Will Assist Preliminary Round Participants

We will provide all schools with an electronic copy of the “Think Tank to Shark Tank” curriculum developed by the University of Akron:
<https://uakron.edu/education/think-tank/>

Arkansas State University faculty will critique the initial proposal submitted by each student/team. A-State faculty and Arkansas Small Business Technology Development Center (ASBTDC) will host Zoom sessions about developing a pitch, developing a business plan, and other helpful topics. Each Zoom session will be recorded so they will be easily accessible to participants.

A-State’s machining and woodworking facilities (“The Shop” and “The Garage”) will host weekend and weekday open houses where the buildings are open to participants that would like to use any equipment to develop their prototypes.

Faculty and staff can also assist the schools in the development of evaluation forms and rubrics for their preliminary round competitions.

Program Rules

Participants may work individually or in groups (maximum of 3 students per group.)

Participants must prepare 3-minute pitch, product visual or prototype, and 1-page business/marketing plan.

All group members must contribute, participate, and speak during the presentation.

All individuals/group members should dress in professional attire (or appropriate for their idea) in their video and/or live presentations.

**Thrown to
the Wolves**

Program Timeline

- May 16 Virtual Q&A meeting about Thrown to the Wolves 1 p.m.
- May 20 Virtual Q&A meeting about Thrown to the Wolves 7 a.m.
- Jun 21 “Ideas to Innovation” Seminar (Free 3-hour interactive seminar for teachers. Breakfast and snacks provided. Program Certificate included. Event will be held on the A-State campus. More info is forthcoming.)
- Aug 22 First day of school
- Aug 22 - Sept 30 Registration for Preliminary Round
- [Oct 1 - 22] [A-State assistance to Preliminary Round participants]
- Oct 24 - Nov 11 School judging for Round One may take place any time between October 24 - November 11, 2022

Sat, Nov 19 Final Competition - live at A-State Reng Center Auditorium

Prizes

FIRST PRIZE

- Marketing package – Development of a business logo and promotional video
- Mentoring session with a local celebrity innovator or venture capitalist
- \$1000 cash for individual/team and \$1000 for school sponsor's classroom
- \$500 A-State Scholarship for each team member
- Free work space and membership to A-State Innovate for 1 year
- Free patent help, prototyping development, manufacturing advice

SECOND PRIZE

- \$500 cash for individual/team and \$500 for school sponsor's classroom
- \$500 A-State Scholarship for each team member
- Free work space and membership to A-State Innovate for 1 year
- Free patent help, prototyping development, manufacturing advice

THIRD PRIZE

- \$150 cash for individual/team and \$150 for school sponsor's classroom
- \$500 A-State Scholarship for each team member
- Free work space and membership to A-State Innovate for 1 year

INTENT TO PARTICIPATE

Thrown To the Wolves High School Innovation Competition

Please scan and submit to dced@astate.edu by September 9, 2022.



School: _____

Name of Teacher Sponsor: _____

Email of Teacher Sponsor: _____

Phone Number of Teacher Sponsor: _____

Name of Student Participant(s): _____

Email address of Student Participant(s): _____

1. Describe your Business Idea (product, service provided, and/or unique features)
(Please attach response to this form.)

2. What problem does your business solve and what value does it provide to its customers?
(Please attach response to this form.)

Signature of Teacher Sponsor

Date _____

Signature of Principal

Date _____



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