



***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 an innovation competition 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
2. Preparing a pitch and business/marketing campaign for that innovation.

Eligibility

High school sophomores, juniors, or seniors from 14 counties in northeast Arkansas are eligible. The counties include Clay, Craighead, Crittenden, Cross, Greene, Independence, Jackson, Lawrence, Mississippi, Poinsett, Randolph, Sharp, St. Francis, and Woodruff counties. The sponsor for the student/student group must be a current school employee.

How the Competition Will Work

The competition takes place in 3 rounds at A-State's Centennial Hall on February 28, 2024.

Preliminary Round

Teams will be divided into up to four groups. Each team will give their 3 minute presentation. A prototype or visual aid demonstrating the idea should be used. The judges will use a rubric to score each team based on their presentation and the business/marketing plan they submitted. The top three teams in each group will advance to the semifinals.

Semifinal Round

The semifinalists will be split into two groups. They will give their presentation and the judges may ask a couple questions. The judges will score each team based on their presentation, the quality of their answers, and their business/marketing plan. The top three contestants in each group will move on to the finals.

Final Round

The Final Round will be held in the Arkansas State University Centennial Hall. 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 All 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 provide video instruction about developing a pitch, developing a business plan, and other helpful topics.

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.

Program Rules

- Participants may work individually or in groups (maximum of three students per group.)
- Participants must prepare a three-minute pitch, product visual or prototype, and a one-page business/marketing plan
- All group members must contribute, participate, and speak during the presentation.
- All individuals/groupmembers should dress in appropriate attire in their video and/or live presentations.

Program Timeline

Sep 1 – Oct 15, 2023	Registration open
Oct 16 – 31, 2023	Pair up teams/students with faculty mentors
Nov 1 – 17, 2023	Faculty assistance to participants
Feb 16, 2024	Submission of all digital visual aid materials and business/marketing plans
Feb 28, 2024	Competition - Live at A-State Centennial Hall

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 **October 15, 2023**

School: _____

Name of Teacher Sponsor: _____

Email of Teacher Sponsor: _____

Phone Number of Teacher Sponsor: _____

Name of Student Participant(s)	Email of Student Participant(s)	Grade Level

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

Describe your Business Idea

What problem does your business solve and what value does it provide to its customers?

Why Sponsor?

If you have a passion for creativity and entrepreneurship, this is your opportunity to inspire the same in Arkansas's future entrepreneurs. A big idea can change everything, but the journey from concept to creation can be difficult. Your gift could help transform a young person's innovative idea into a reality or set them on a path they never thought possible. Please join us and become a sponsor today!

Sponsorship Levels	Creator \$500	Pioneer \$2,000	Pathfinder \$5,000	Trailblazer \$7,5000	Visionary \$10,000
Presenting Sponsor					✓
Introductory Remarks/ Remarks at event				✓	✓
Exhibit Space			✓	✓	✓
Stage Mention			✓	✓	✓
Stage Signage		✓	✓	✓	✓
Website and social media acknowledgement	✓	✓	✓	✓	✓
Name or logo on promotional materials (Sizing variable per sponsorship level)	✓	✓	✓	✓	✓
Advertisement in event program	Name/Logo Listing	Quarter-Page Ad	Half-Page Ad	Full-Page Ad	Full-Page Ad

Sponsorship Form

Organization Details

Please note correspondence will be sent to the appropriate emails supplied below

Invoicing Purposes

Organization Name	Contact Person	Email

Marketing Purposes

Organization Name	Contact Person	Email

Organization Address: _____

Phone: _____

City: _____ State: _____ Zip: _____

Sponsorship Opportunity – Please check the appropriate box

Visionary (\$10,000) Trailblazer (\$7,500) Pathfinder (\$5,000) Pioneer (\$2,000) Creator (\$500)

I agree to be invoiced for a total of \$ _____ for the items selected above.

Authorized Signature

Date



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