



RYAN & SHAUNA OCKEY COMPETITION

# **GREAT IDEAS**

**Competition Rulebook  
2024**

## **Brigham Young University – Hawaii**

### **Mission**

The mission of BYU–Hawaii is to prepare students of Oceania and the Asian Rim to be lifelong disciples of Jesus Christ and leaders in their families, communities, chosen fields, and in building the kingdom of God.

### **Vision**

Brigham Young University–Hawaii, founded by prophets and operated by The Church of Jesus Christ of Latter-day Saints, exists to assist individuals in their quest for perfection and eternal life and in their efforts to influence the establishment of peace internationally.

We seek to accomplish this by:

1. Educating the minds and spirits of students within an intercultural, gospel-centered environment and curriculum that increases faith in God and the restored gospel, is intellectually enlarging, is character building, and leads to a life of learning and service.
2. Preparing men and women with the intercultural and leadership skills necessary to promote world peace and international brotherhood, to address world problems, and to be a righteous influence in families, professions, civic responsibilities, social affiliations, and in the Church.
3. Extending the blessings of learning to members of the Church, particularly in Oceania and the Asian Rim.
4. Developing friends for Brigham Young University - Hawaii and the Church.

## **Willes Center Objectives and Mission**

### **Main Objectives**

- Increase testimonies in the Gospel of Jesus Christ.
- Provide entrepreneurial knowledge, skills, and leadership.
- Build a team of entrepreneurs who can teach with the Spirit of God.

### **Purpose**

The Willes Center for International Entrepreneurship Business Competitions aims to align with the mission of BYU – Hawaii, which is to prepare students to be disciples of Jesus Christ and leaders as they work to build the Church, raise families, and strengthen communities. These competitions provide students with practical experience, networking opportunities, and real-world business insights that enable them to develop critical thinking, problem-solving, teamwork, and communication skills. The competitions also serve as a platform for students to showcase their

talents, enhance credibility, foster personal growth, and promote creativity, innovation, and strategic risk-taking. Engaging in these competitions empowers students to learn, grow, and thrive as they prepare to serve their families and communities.

### **Ryan and Shauna Ockey Great Ideas Competition**

The Willes Center for International Entrepreneurship is humbled to be the home of the 2024 Ryan and Shauna Ockey Great Ideas Competition. This competition creates an opportunity to empower students of all majors to build confidence, expand their network, stretch and grow, and have a positive impact globally as they find ways to serve throughout the world.

There are no registration fees to enter the competition.

Ideas and existing businesses must support the mission of BYU-Hawaii *“to prepare students of Oceania and the Asian Rim to be lifelong disciples of Jesus Christ and leaders in their families, communities, chosen fields, and in building the kingdom of God.”*

### **Judging Criteria**

1. Does the business support the mission of BYU – Hawaii?
2. Is the business sustainable?
3. Does the value proposition clearly speak to the problem and the benefit to the customer?
4. Presentation:
  - a. Clarity in speech and slides
  - b. Effective use of time
  - c. Responds clearly and succinctly to questions

Awards will be distributed as scholarships or in-kind prizes.

### **Eligibility Guidelines**

All currently enrolled, on campus students at BYU – Hawaii are eligible to enter. Entrants will be described as a team. A team may consist of an individual or up to four (4) team members.

Each individual of a team that consists of more than one team member must register separately.

All participating teams are expected to abide by the rules outlined in the 2024 Great Ideas Rulebook (Rulebook) and the guidelines of the BYU - Hawaii [Honor Code](#). The Willes Center reserves the right to determine eligibility or disqualification of any team that it determines to be in violation of any stipulations in the Rulebook. The acknowledgement and agreement of the Rulebook regardless of the time of the agreement are held to be for the latest version of the Rulebook. While we have made every effort to ensure the content of the Rulebook is correct, we reserve the right to make changes at any time and without notice.

## **Honor Code**

All aspects of this competition are to be consistent with the mission of BYU–Hawaii. An entry can be disqualified if the idea, business, video, presentation, presenters, etc. do not adhere to the [Honor Code](#). All components of your presentation should be Honor Code worthy avoiding any dishonesty, bullying, profanity, substance abuse, and/or immodesty.

All registrants agree to abide by Honor Code dress and behavior standards.

## **Teams Definition**

A Team consists of one to four people.

## **Fall Competition: Great Ideas**

This competition focuses on a basic, simple business plan that covers the fundamental aspects of a viable business. The components of the business plan include

1. Executive Summary: A brief overview of the business concept, target market, competitive advantage, and financial highlights.
2. Business Description: Detailed information about the business, including its mission, vision, and legal structure.
3. Market Analysis: An analysis of the target market, customer needs, competition, and market trends.
4. Product or Service Offering: Description of the products or services offered and how they address customer needs.
5. Marketing and Sales Strategy: Plan for reaching and acquiring customers, including pricing, promotion, and distribution channels.
6. Operational Plan: Details about the day-to-day operations, production process, suppliers, and facilities required.
7. Management and Organization: Information about the management team, key personnel, and organizational structure.
8. Financial Projections: Basic financial forecasts, including sales projections, expenses, and profitability analysis.
9. Funding Requirements: If applicable, a summary of the funding needed to start or grow the business.
10. Conclusion: A summary of the overall business plan and key points.

The application for this competition will consist of a business plan presentation using a 13-slide pitch deck and a 2-minute video. The completed business plan will be submitted through the [Great Ideas course](#) on Canvas. The Willes Center will provide a complimentary 3-month subscription to LivePlan for each Team upon request. This is voluntary. LivePlan is an online business plan software. Teams can choose to use LivePlan to create their basic business plans, utilizing its financial forecasting tools to create simple financial projections and highlight the viability of the business. Only Teams in the competition are eligible for this benefit. Professors choosing to use LivePlan software in class without competition entry must use their own budget to acquire a LivePlan subscription.

Semi-finalists will be chosen using online judges, while the Semi-final Booth Showcase will be judged by guest judges chosen based on their connection to and service in the target area. Prizes for this competition will include smaller cash prizes and more valuable in-kind services such as mentorships, service opportunities with matching funds to prize money, and possible service trips to other countries in the target area.

## **Competition Events**

### **Registration**

Registration for the [2024 Great Ideas Competition](#) will open **Sept. 11, 2024** and will close **Oct. 19, 2023 at 11:59 pm**.

#### **BYU – Hawaii students**

Join the [2024 Great Ideas course](#) in Canvas through this [link](#). All members of a team must enter individually using the same team name.

### **Entry requirements**

All required information must be submitted through the course. An individual must fully complete and submit the competition application through the Canvas course to receive credit for entering the [2024 Great Ideas Competition](#). For Teams with more than one member, all Team members must individually complete and submit the application through the Canvas course. If a Team member does not complete and submit the application, that member will not be allowed to move forward in the competition or be a part of the competition Team. The full Team will be allowed to move forward with the team members that have completed and submitted the application.

These requirements are outlined in the course.

Completion of the application will advance the Team to Round One for consideration for the Semifinals.

Successful applicants may request a complimentary 3-month license to LivePlan.com business plan software (one per Team). Each individual team member will receive a Great Ideas t-shirt. Each participant will also receive a compilation of the judges feedback for their business.

Teams will be notified if they have been selected as a semi-finalist on **October 18, 2023 at the Live Announcement workshop** and by announcement through the course.

### **Workshops, Labs, and Mentoring**

To assist in developing your business the Willes Center offers a series of workshops and labs. The workshops for the Great Ideas Business Plan Competition focus on providing foundational knowledge and practical skills needed to develop a basic business plan. The labs offer practical hands-on guidance and mentorship.

Workshops will be held in HGB 273 at BYU-Hawaii from 7:00 pm – 8:00 pm. All are welcome – community and students.

Learning Labs will be held in HGB 273 following each workshop.

### **September 18**

Kick-off

### **September 25**

#### **Workshop 1: "Startup Essentials: Structuring Your Business for Long-Term Success"**

This workshop is designed to provide new entrepreneurs with a comprehensive understanding of the key elements required to establish a solid foundation for their business. Participants will learn about the critical components that make up a successful business plan and how to structure their business effectively from the ground up.

Followed by a Lab from 8p-9p.

### **October 2**

#### **Workshop 2: "Winning the Market: Building a Powerful Value Proposition"**

In this workshop, entrepreneurs will learn how to develop a compelling value proposition that clearly communicates the unique benefits of their product or service. The session will focus on identifying and articulating the key elements that differentiate their business from competitors and resonate with their target market.

Followed by a Lab from 8p-9p.

### **October 9**

#### **Workshop 3: "Market Intelligence: Gathering and Analyzing Data for Business Success"**

*Venue: McKay 127 for Workshop 3 and Learning Lab*

This workshop will equip new entrepreneurs with the skills and techniques needed to conduct thorough market research and analysis. Participants will learn how to gather valuable market data, analyze customer and competitor information, and use these insights to inform their business strategies.

Followed by a Lab from 8p-9p.

### **October 16**

#### **Workshop 4: "Secure Your Startup: Essential Skills in Financial Management"**

This workshop focuses on the essential financial planning skills needed to ensure the success of a startup. Entrepreneurs will learn how to develop financial projections, create a budget, and manage cash flow effectively. The session will demystify financial planning and provide practical tools for maintaining financial health in a new business.

Followed by a Lab from 8p-9p.

### **October 30**

#### **LIVE Announcement of the Semifinalists + Presentation Tips**

Followed by a Lab from 8p-9p.

### **November 6**

#### **Semifinalists LAB**

This exclusive Semifinalist Lab is to offer support for semifinalist Teams on putting together Booth Showcase presentations, elevator pitches, and practicing Finalist presentations.

### **Round One**

Up to forty (40) teams will be nominated from the group of competitors who received a Pass on the course for the semi-final Booth Showcase Round. Judging will be conducted using a group of online judges from around the world who have a strong connection to the University and/or to the target area.

### **Round Two - Semifinals**

Semifinalists will be chosen starting from the highest average score using the total of all judges who scored that semifinalist Team to the minimum acceptable score. The minimum score is 70% of the highest score. This may result in less than 40 Teams. If more than 40 Teams meet the minimum criteria, the teams with scores that fall lower than the top 40 Teams, but still meet the minimum criteria will be named as alternates. Alternates will be numbered in order of participant score to participate if any of the top 40 Teams drop out prior to the Booth Showcase. Judging sheets for feedback will be provided to all participants once the judging has closed.

All Teams who choose to decline the nomination will be removed from the competition without penalty, meaning each Team member will still receive credit for entering the Great Ideas competition. Teams who choose to decline may not re-enter the current Great Ideas competition

either as a Team or individuals.

The Team Leader of each semifinalist Team will need to submit a Finals-ready submission on Saturday, November 9 by 11:59 pm. Each Team should prepare as if they are going to the Final Round. After this submission, further edits will not be accepted.

- Final Round presentation slide deck
- Booth plan

### **Booth Showcase - Private Judges Session**

The Booth Showcase Judges Session will be held on Wednesday, Nov 13 from 9a to 11:30a. Only Teams and official judges will be allowed in the session. Semifinalists will be expected to present their business idea within the area assigned to them. Each team will be judged on their business alignment with the mission of BYU-Hawaii, booth presentation, and business plan presentation. All members of a Team must be present at the Private Booth Showcase.

All Teams are required to be present at the Public Booth Showcase from 1p - 3p.

### **Round Three - Finals**

The Finals will be held on Thursday, **Nov. 14, 2024**.

10 Finalists will be chosen to compete in the finals based on the judges' discussion and judgment of the contestants in the Booth Showcase. Finalists will be judged on the validity and sustainability of their business model, their presentation, and knowledge of their business. All members of a team must be present at the Finals Presentation.

There are three available places. All finalist Teams who do not place will receive a participation scholarship.

- Grand Prize Winner
- 2nd Place
- 3rd Place
- Consolation

### **The Competition Process**

Each round has a specific judging scorecard. The judges will tally up each team's total points and decide who is moving onto the next round.

### **Round One**

1. Consideration for the semifinals will be determined by successfully completing and submitting the competition application through the [Canvas course](#).



2. Qualifying scores provided by a select group of online judges.
3. The number of semifinalists will be dependent on the number of Teams who meet the point criteria. No more than 40 total semi-finalist Teams will be chosen.

### **Round Two Semifinals**

The semi-finalists will participate in day one of the competition, including the Booth Showcase.

- The judges will be instructed in the judging criteria (shown below).
- The semifinalists will have the opportunity to meet the judges during the Booth Showcase and the Networking event.
- Ten finalists will be announced live at the end of the Public Booth Showcase.

### **Round Three Finals**

The Final Presentations will be held on Thursday, Nov 14 in HGB 273/275 from 8a-915a.

- The finalists will present a three-minute live presentation that may include a slide deck followed by a two-minute Q&A session by the judges.
- Approximate time slots for the presentations will be assigned by the Willes Center once the Finalists have been chosen.
- The judges will determine through a voting process the winners in each category.

### **Presentation Guidelines**

- The presentation should be able to show: research, feasibility, the market, and financial numbers showing the business is unique, feasible, resilient, and scalable.
- For any media content (images, video, etc.) that you do not own or have full rights to, you must have permission and provide a citation, giving credit to the original author.

### **Judging and Prizes**

All submissions will be evaluated and judged by objective judges. Those continuing on to the semifinal round will be judged by the Final Round guest judges, and other guest judges. The final round of competition will be judged by our guest judges.

*No Willes Center faculty, staff, or spouses/children of faculty or staff will participate in the competition nor be part of the preliminary or final judging of the competition.*

*Teaching Assistants are allowed to enter but may not participate in any part of the judging process.*

*Members of the competition team may not enter the competition.*

### **Judging Criteria**

Each round of the competition will be judged by the same criteria. The Teams with the highest

cumulative score will move on to the next rounds. Only members of the Team may speak to the judges.

### **Sustainable Business Principles**

Applying a sound business model, plan and scale.

### **Value Proposition**

Introducing new ideas or improving existing ideas, services, technologies, products or methodologies.

### **Presentation**

The creative, professional, and succinct display of ideas and concepts related to the business.

### **Prizes in each category**

All prizes will be awarded as a scholarship. Teams of more than one member will split the overall prize equally among the team.

- Grand prize is \$3,000
- 2nd prize is \$2,500
- 3rd prize is \$2,000
- Each member of the remaining finalist Teams will receive \$500 each as a participation award.

*\*\*In-kind services represent professional services donated by sponsors of the competition.*

### **Rules**

Entries that do not complete the competition application in the [2024 Great Ideas Canvas course](#) will not move forward in the competition or receive credit for entering the competition.

*No Willes Center faculty, staff, spouses, and faculty children will participate in the competition or be part of the competition's preliminary round or final judging. TAs working in the Willes Center are allowed to enter the competition under certain conditions but will not be a part of any part of the judging for any round.*

- Teams can have a maximum of four members.
- Each Team must be composed of only BYU-Hawaii on-campus students.
- Participants must be enrolled in a minimum of 12 credit hours and be enrolled during the semester of the competition to qualify as a student.
- At least one of the BYU-Hawaii students must be a major contributor/stakeholder and also meet the "Ownership of Business" guidelines detailed below.
- Students can contribute ideas or work on an unlimited number of Teams, but they can only be members of, and receive prizes for, one presenting Team.

- Teams who have competed and placed in the top three positions in a previous Great Ideas Competition may NOT compete with the same idea/business. This does not include winners of the Empower Your Dreams Competition. If you are submitting a business into Great Ideas that was already entered into Empower Your Dreams you need to develop this idea - did you look at a new business, what makes it different - what did you learn from your experience - what's your progression - no more than two iterations of the same idea.

### **Ownership of Business**

Business Creation: BYU–Hawaii students must have played a major role in the creation of the business. This is to avoid ventures being formed and managed by non-students who then give only token equity ownership to students in order to compete. Non-students are not allowed to own any part of any business entered into the Great Ideas Competition.

### **Business Type Exclusions**

The following business ventures are generally excluded from the competition: multi-level marketing, network marketing, pyramid schemes, get rich programs, buy-outs, real-estate syndications, tax shelters, purchase of a franchise, and licensing agreements for distribution in a different geographical area.

### **Categories**

**The competition is OPEN to all venture types (see above for exclusions) and must support the mission of Brigham Young University - Hawaii.**

All ideas and businesses must follow the guidelines of the Brigham Young University - Hawaii Honor Code.

### **Competition Schedule**

#### **Soft opening**

Wed. Sept. 11 at 8a

#### **Submission Due for Application**

Sat. Oct. 19th, 2024 - Due at 11:59pm

#### **[Course access](#)**

#### **Round One Judging (online)**

Mon Oct. 22 - 28, 2024

#### **Semi-Finalists**

Wed Oct. 30th, 2024 - Semi-Finalists announced live at Workshop #5

#### **Semifinalists courtesy dropout confirmation**

Please contact the competition team to inform them if your Team is unable to participate anytime before the Private Booth Showcase. Be considerate of possible alternate teams who may have the opportunity to take your place. Alternate teams must meet the minimum points requirements to enter the Semifinals as an alternate team.

### **Semifinalists Ready Support Lab**

Wed Nov. 6 - 7:00 pm - 9:00 pm - HGB

This support lab is to help semifinalists with questions on the Booth Showcase setup, how to make an effective elevator pitch, and a finals tech check.

### **Submission deadline for Finals Teams**

Mon Nov. 11, 2023 - Due at 11:59pm

If no submission is received, the competition team will use the application submission.

### **Semifinalist Booth Showcase**

Wed Nov. 13th, 2024

- 730a - 845a | Booth setup
- 8a - 845a | All judges orientation
- 9 am - 1130 am | Private Booth Showcase for judges
- Noon - 1p | Lunch for semifinalists & judges
- 1:00 pm - 3:00 pm | Booth Showcase for students and visitors
- 3p - Finalists announced LIVE

Students and community are welcome to attend the Open Booth Showcase on November 13 in HGB 273/275 from 1p – 3p. All visitors must adhere to the standards of the BYU-Hawaii Honor Code.

### **Networking Event**

Wed Nov. 13 4:00 pm - 5:30 pm.

Open event with judges and all competitors invited.

### **Great Ideas Finalist Competition Schedule**

Thurs Nov. 14th - at HGB

- 8 am - 9:15 am Great Ideas Finalists Presentations
- 11:30 am – 12:30 pm Awards Presentation
- 1 pm Finalists Reception for judges, all finalists, & select guests

All contestants agree to abide by all rules, statements, and explanations in the Rulebook. Each contestant understands that Brigham Young University – Hawaii and the Willes Center reserve the right to make any changes to any portion of the Rulebook at any time, arbitrate any disputes, and that any decisions are binding upon all participants, their team members, and

associates.

### **Guidelines for Guest Judges**

All judges are volunteers and are not offered compensation other than travel and accommodations as needed. Each judge is provided transportation and accommodation based on the distance they need to travel to attend the competition. Meals are provided for the two days of the competition for all judges. Judges may receive gifts of gratitude from the competition team within the boundaries of the University's guidelines on gifting.

### **Approval process**

Judges agree to submit a headshot and biography as part of the invitation to join the competition judging panel. Each judge is first vetted by the Dean of the Faculty of Business & Government and the Manager of the Willes Center. Once approved, those names are sent to the President's Council for final approval. The PC then notifies the Dean and the Manager who then contact the Competition Facilitator. The judges are then invited to participate in the competition.

### **Travel**

All travel arrangements will be made by the Willes Center for International Entrepreneurship through BYUH Travel Services. Travel will include:

### **Transportation**

On-island (Oahu) judges will provide their own transportation. Off-island judges will be provided with a rental car, reserved by the BYUH Travel Office, for the day before the competition and the day following the competition.

Off-island judges will receive round-trip airfare booked by the BYUH Travel Office arriving the day before the competition and leaving the day after the competition. A judge may choose to make arrangements for alternate days with the Travel Office and will be responsible for paying the difference in price, if any.

### **Accommodations**

Off island Judges will be offered two (2) nights at the Courtyard Marriott or comparable accommodations checking in the day before the competition and checking out the morning after the competition. On island judges will be considered for this courtesy on a case by case basis.

### **Gifts**

Any gifts provided for the judges will follow the guidelines of the [Reception, Gift, Food, & Refreshment Policy](#).

### **Other**

All participants in the competition - competitors, volunteers, judges, spectators, and others agree to the terms of the [BYUH Privacy Policy](#).