

## Bank for Education KeikiCo Contest Official Rules



### **General**

- The 2017 Bank for Education KeikiCo Contest is a business plan writing and video pitch contest
- Open to the first 60 schools to submit their Participation Entry Form
- Each eligible school can form as many teams of 2-4 students to participate in the following competing divisions:
  - Elementary Grade 3 - 5
  - Middle Grade 6 - 8
  - High School Grades 9 - 12
- Each team will need to have an assigned teacher, parent or adult advisor as the point person. All important announcements, updates and correspondence will be communicated through this person.
- Deadline to submit Participation Entry Form: September 1, 2017

### **Entries**

Each team must come up with an innovative product or service and develop a business plan and video pitch. The deadline to submit the business plan, video pitch, and signed waivers is November 3, 2017, 5:00 p.m. HST. See Dropbox instructions included in this packet.

#### **Business Plan (70%)**

- Page limit: Maximum of 5 pages, single-sided, double-spaced
- Font size: 10
- File Format: PDF or Word doc
- File Naming Convention: Division, School, Company Name  
(example: Middle\_Central School\_AcmeCo)
- Suggested Content: See page titled “Business Plan Outline” in this packet
- Entry submission: Business Plan, Video Pitch and all completed Participant Waivers (student and teacher/advisor) should be submitted using Dropbox (see instructions included in this packet). Missing waivers will disqualify the team's submission.

#### **Video Pitch (30%)**

- Length: 2 to 3 minutes maximum
- Format: MP4 (preferred), WMV, AVI, MOV, or MPEG
- File Size: Maximum of 500MB
- Suggested Content:
  - Company Name
  - What is the product or service?
  - Who is the product or service for?
  - Explain or demonstrate the product or service.
  - What makes the product or service great or different?

- File Naming Convention: Division, School, Company Name (example: Middle\_Central School\_AcmeCo)
- Entry submission: Business Plan, Video Pitch and all completed Participant Waivers (student and teacher/advisor) should be submitted using Dropbox (see instructions included in this packet). Missing waivers will disqualify the team's submission.
- Reminders:
  - The video pitch must be the original work of the team. If a team uses music or visuals in its video submission, it must be original content. No copyrighted materials may be used. Any use of copyrighted materials will automatically disqualify the video pitch from judging.
  - Each team along with its teacher/advisor is responsible for obtaining all applicable rights, releases, consents, clearances, licenses, and other authorizations necessary to use the submitted video in any and all media. Clearances include, but are not limited to:
    - Location releases
    - Releases from any person whose name, voice, likeness or persona is referenced, shown, or otherwise used in the submitted video
    - If any individuals depicted are under the age of majority, participants must obtain the signature of the individual's parent or guardian
  - Names, contact information, or other personally identifiable information should not be included in the video pitch (for example, on a "credit roll")
  - Video pitches should not include any conduct, language or other context deemed inappropriate, such as profanity, obscene material, promotion of illegal activity, or derogatory characterizations of any person or group.

**Judging Criteria**

Each submission will be judged based on the following criteria:

<b>Business Plan</b> .....	<b>70%</b>
Idea for product/service	20%
The Business (mission, vision, etc)	10%
Marketing Plan	10%
Finance	10%
Innovation	10%
Market Research	10%
<b>Video Pitch</b> .....	<b>30%</b>
Clarity / Completeness	
Creativity / Engaging	

American Savings Bank reserves the right to disqualify any entry that is incomplete or not in accordance with the specifications given.

## Prizes

**First Place Prize: \$25,000** - Three \$25,000 First Place prizes will be awarded to the schools of the teams with the highest score from each competing division.

**Second Place Prize: \$15,000** - Three \$15,000 Second Place prizes will be awarded to the schools of the teams with the second-highest score from each competing division.

### Other Prizes

- **County Prize: \$10,000** - Four prizes will be awarded to the schools of the teams with the highest participation from each county.
  - This award is based on the highest percentage of participating students among schools within a designated county.
  - Participation will be calculated by dividing the total number of students who participate in the KeikiCo Contest for each school by the total student population in the school's selected division.
  - Prizes will be awarded for each of the four counties: 1) Oahu, 2) Big Island, 3) Kauai, and 4) Maui (including Molokai and Lanai).
  - In the event of a tie, the winner will be determined by random drawing.
- **People's Choice Award: \$5,000** - Three People's Choice prizes will be awarded to the schools of the teams from each division that received the highest number of votes for best Video Pitch.
  - Our KeikiCo panel of judges will select the best video pitches in each division.
  - The video pitches from these top teams will be posted on [asbhawaii.com/keikico](http://asbhawaii.com/keikico) for the public to vote.
  - The award will be given to the team in each division that receives the highest number of votes. Teams who receive First or Second Prizes will not qualify.
  - No purchase, account, payment, advance of money or credit necessary to participate. Eligibility: You must be 13 years or older to participate in voting.
  - The People's Choice Awards Voting ("Voting") begins November 13, 2017, at 12:00 a.m. HST, and ends November 20, 2017 at 11:59 p.m. HST ("Voting Period"). To participate in the voting, go to [asbhawaii.com/keikico](http://asbhawaii.com/keikico).

## *Conditions of Participation*

- By participating in the KeikiCo Contest, you agree to be bound by the Official Rules.
- Each participant agrees to allow American Savings Bank to retain a copy of the business plan and video pitch, and releases American Savings Bank from any liability for loss or damage thereto. Each participant, by submitting the business plan and video pitch, also grants American Savings Bank the irrevocable and unrestricted right and permission to use, publish, broadcast, webcast, podcast, link to or from, syndicate, or otherwise exhibit or display the submitted business plan and/or video pitch in its original or an altered form or format.
- Each participant agrees to release, hold harmless, defend and indemnify American Savings Bank, and its parent, affiliates, officers, directors, agents, representatives and employees from any and all liability for injuries, illness, death, losses, damages, claims and actions of any kind resulting from or arising from or in connection with participation in this contest.
- By participating, you agree to allow American Savings Bank the right, without limitation, to contact the students, teachers or advisors by phone, mail or email; and to use and publish their name, likeness, video, photograph, voice and biographical information; for any advertising, publicity, promotional or other purpose in any and all media communication as American Savings Bank may choose, throughout the world, without limitation and without any additional compensation; and to bear sole responsibility for any taxes or other liabilities and obligations resulting from the acceptance and use of your Prize.