



**AMERICAN**  
Savings Bank

P.O. Box 2300  
Honolulu, HI 96804-2300

April 26, 2017

Aloha!

We are excited to invite your school to join our 2017 Bank for Education KeikiCo Contest! This biennial Contest is a business plan competition where your students can showcase their best ideas for a chance to win \$25,000 or more for your school.

This competition is open to the first 60 schools that complete and submit the enclosed Participation Entry Form. The deadline to submit the form is September 1, 2017.

In addition to winning money for your school, other benefits include the ability to apply for grants, support from American Savings Bank for service projects and priority consideration for student scholarships.

Enclosed are additional details of our program. Should you have any questions, send us an email at [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com) or visit our website at [asbhawaii.com/keikico](http://asbhawaii.com/keikico)

We look forward to hearing the great ideas your students come up with!

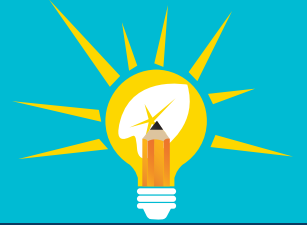
Sincerely,

Danielle Aiu  
Executive Vice President, Director of Consumer Banking  
American Savings Bank



Member FDIC  
[asbhawaii.com](http://asbhawaii.com)

## Bank for Education **KeikiCo Contest** Benefits of Participating



### ***Big Ideas Get Awarded Big Prizes...and More!***

American Savings Bank's KeikiCo Contest is a business plan competition where your students can showcase their best ideas for a chance to win \$25,000 or more for your school.

Will your school be one of this year's KeikiCo Contest winners?


Winning schools are also eligible to receive even more benefits from ASB including:

- ✓ The ability to apply for grants during non-competition years. For example, Kipapa Elementary School received a \$10,000 grant to purchase Google Chromebooks for their students and Sacred Hearts School Lahaina received a \$10,000 grant for playground improvements.
- ✓ Support from ASB for service projects
- ✓ Priority consideration for student scholarships such as the ASB/Times Supermarket Shop & Score Scholarship administered through Hawaii Community Foundation
- ✓ Priority consideration for ASB's Summer Internship Program
- ✓ Special opportunities, such as NASA Astronaut and Olympic Athlete visits

Getting started is simple; sign your school up to participate in KeikiCo by September 1, 2017.

For details and examples of winning submissions, go to [asbhawaii.com/keikico](http://asbhawaii.com/keikico)  
Questions? Email [KeikiCo@asbhawaii.com](mailto:KeikiCo@asbhawaii.com)

# Bank for Education KeikiCo School Participation Entry Form



Name of School: \_\_\_\_\_

	<b>Elementary</b>	<b>Middle</b>	<b>High School</b>
Division(s) Competing In:	<input type="checkbox"/> Grade 3 - 5	<input type="checkbox"/> Grade 6 - 8	<input type="checkbox"/> Grade 9 - 12

Student Population in Competing Division:      Grade 3 - 5 \_\_\_\_\_ Grade 6 - 8 \_\_\_\_\_ Grade 9 - 12 \_\_\_\_\_

Estimated Students Participating: Grade 3 - 5 \_\_\_\_\_ Grade 6 - 8 \_\_\_\_\_ Grade 9 - 12 \_\_\_\_\_

Estimated Teams Participating:    Grade 3 - 5 \_\_\_\_\_ Grade 6 - 8 \_\_\_\_\_ Grade 9 - 12 \_\_\_\_\_

1. If your school wins one of the prizes, what will you do with the money?

2. How will you get the parents involved in this contest?

Please provide the following information. Use a separate sheet if more space is needed.

Team	Teacher / Advisor	Division	Email / Phone Number
1			
2			
3			
4			
5			

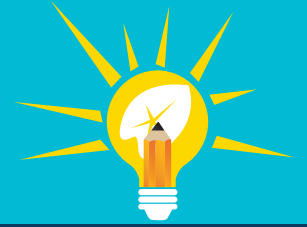
You certify that the information provided above is true and correct to the best of your knowledge.

Submitted by (print name/title): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Bank for Education

# KeikiCo Contest Packet



KeikiCo Contest Overview

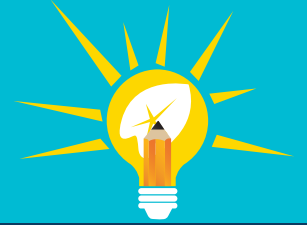


Letter to Parents



Important Waivers,  
Business Plan Outline and  
Google Drive Sharing  
Instructions

# Bank for Education KeikiCo Contest Overview



## *HOW to join?*

Interested schools must complete and submit a Participation Entry Form by September 1, 2017. Open to the first 60 schools to submit their form.

## *WHO can join?*

Students grades 3 to 12 from the eligible schools may create teams of 2 to 4 students each. There is no limit on the number of teams a school can enter to join the contest.

## *WHAT is the KeikiCo Contest?*

It is an opportunity for students to flex their creative muscles and turn their big ideas into business-worthy plans. Teams will be asked to come up with an innovative product or service and develop a business plan with a video pitch.

## *WHAT are the prizes?*

**Main Prizes - one winner per division (3 prizes available)**

**First Prize: \$25,000 to the school of the winning team**

**Second Prize: \$15,000 to the school of the winning team**

**County Prize - one per county (4 prizes available)**

**\$10,000 to the school with the highest percent of participation**

**People's Choice Award - one winner per division (3 prizes available)**

**\$5,000 to the school of the winning team with the best Video Pitch**

## *WHEN are the important dates?*

September 1, 2017	Deadline to submit your school's Participation Entry Form
November 3, 2017, 5:00 p.m.	Deadline for teams to submit business plans, video pitches, and completed waivers (see Google Drive sharing instructions included in this packet)
November 13 - 20, 2017	Top 5 best Video Pitches to be posted for the public to vote on for the People's Choice Award
November 27 - December 1, 2017	Announcements of winners and prize awarding

# Bank for Education KeikiCo Contest 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 Google Drive sharing 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 Google Drive (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 Google Drive (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 top 5 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.



**AMERICAN**  
Savings Bank

P.O. Box 2300  
Honolulu, HI 96804-2300

Aloha Parents!

Your child's school has been invited to participate in American Savings Bank's KeikiCo Contest, which is a partnership program with local schools that enhances student education through financial literacy.

The KeikoCo Contest challenges teams of 2 to 4 students to create a business plan and present their plan through a 2 to 3 minute video pitch for a chance to win cash prizes for their school.

Cash prizes range from \$5,000 to \$25,000, awarded to the school of the winning team(s). Prizes are based on the teams with the highest scoring business plans and video pitches, the school with the highest student participation (County prizes), and the team with the most votes for best video pitch (People's Choice).

Divisions are set up by grade level: Elementary (Grades 3-5), Middle (Grades 6-8), and High School (Grades 9-12).

Important Dates to Remember:

1. September 1, 2017 – Schools must sign up to participate
2. November 3, 2017 – Teams must submit business plans and video pitches
3. November 13-20, 2017 - People's Choice voting will occur; voters must be at least 13 years old.
4. November 27-December 14, 2017 – Winners announced

To watch an overview of the 2015 KeikiCo Contest or for additional details, go to [asbhawaii.com/keikico](http://asbhawaii.com/keikico)

Sincerely,

Danielle Aiu  
Executive Vice President, Director of Consumer Banking  
American Savings Bank



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Bank for Education

# KeikiCo Student Participation Waiver



*Complete one Participant Waiver per student. Signed Participant Waivers for all team members must be included in order for the entry to be considered complete. Additional copies of the waiver may be downloaded and printed from [asbhawaii.com/keikico](http://asbhawaii.com/keikico).*

Participant's Name (Please Print): \_\_\_\_\_

Division Competing In:  Elementary Grade 3 - 5  Middle Grade 6 - 8  High School Grade 9 - 12

School: \_\_\_\_\_

By signing below, this certifies that I, as parent or guardian of the participant named above, do consent and agree that he/she may participate in American Savings Bank's KeikiCo Contest. As the parent or guardian, I agree to defend and indemnify American Savings Bank, its officers, directors, employees, and agents, (collectively "ASB") from any liability for injuries, loss or damages, of any kind arising from or in connection with the participation in this contest.

I grant to ASB the irrevocable and unrestricted right and permission to take, use, re-use, publish, and republish the business plan, video pitch and photographic portraits or pictures, or video of this participant including, without limitation, reproductions thereof in which I may be included, in whole or in part.

I certify that I have read the Official Rules located at [asbhawaii.com/keikico](http://asbhawaii.com/keikico) and agree to abide by and comply with the Rules.

Parent or Guardian's Name (please print): \_\_\_\_\_

Parent or Guardian's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Bank for Education

# KeikiCo Teacher / Advisor Participation Waiver



*Complete one Participant Waiver per Teacher or Advisor. Signed Participant Waivers for all team members must be included in order for the entry to be considered complete.*

*Additional copies of the waiver may be downloaded and printed from [asbhawaii.com/keikico](http://asbhawaii.com/keikico).*

Teacher or Advisor's Name (Please Print): \_\_\_\_\_

Division Competing In:  Elementary Grade 3 - 5  Middle Grade 6 - 8  High School Grade 9 - 12

School: \_\_\_\_\_

By signing below, this certifies that I, as teacher or advisor of a team, do consent and agree to be part of American Savings Bank's KeikiCo Contest. As the teacher or advisor, I agree to defend and indemnify American Savings Bank, its officers, directors, employees, and agents, (collectively "ASB") from any liability for injuries, loss or damages, of any kind arising from or in connection with participation in this contest.

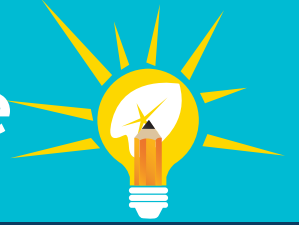
I grant to ASB the irrevocable and unrestricted right and permission to take, use, re-use, publish, and republish the business plan, video pitch and photographic portraits or pictures, or video of this participant including, without limitation, reproductions thereof in which I may be included, in whole or in part.

I certify that I have read the Official Rules, located in the KeikiCo Contest packet or at [asbhawaii.com/keikico](http://asbhawaii.com/keikico) and agree to abide by and comply with the Rules.

Teacher or Advisor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Bank for Education KeikiCo Business Plan Outline



## *Cover Page*

1. Division Competing In
2. School Name and Island
3. Company Name
4. Team Members
5. Teacher or Advisor
6. Date

## *Executive Summary*

1. Briefly describe the product or service
2. Why do you think the product or service is a good idea?
3. Why do you think it will be successful?

## *The Business*

1. Company Name - describe how you came up with the name
2. Mission - describe what the company does, for whom and why
3. Vision - describe where you want the company to be one day
4. Company Objectives

## *Idea for the Product or Service*

1. Describe how you came up with the idea to create your product or service
2. Describe the product or service
3. Market Research: Who are your competitors and how did you find out?

## *Marketing Plan*

1. Target Market - who will your customers be?
2. Marketing Strategies
  - a. Product - describe the product or service (how it works, features, packaging design). What makes the product or service great or different?
  - b. Price - how much will you sell your product or service for? How does it compare to competitors?
  - c. Promotion - how will you attract customers?
  - d. Placement - where will you sell your product or service?

## *Finance*

1. Startup Costs - how much will it cost to startup your business?
2. Source of Financing - where do you plan on getting the funds needed to start?
3. Cost Per Unit - what are all the different elements needed to create your product or service?  
How much does each cost?
4. Profit - how much will your profit be per unit?
  - a. How did you decide on the profit per unit?
  - b. What will you do with the profit? Make a plan for spending, saving and sharing.
5. Sales Projection for One Year - how many units or services will you sell in the first year? How much profit will that give you?

## Bank for Education

# Google Drive Sharing Instructions



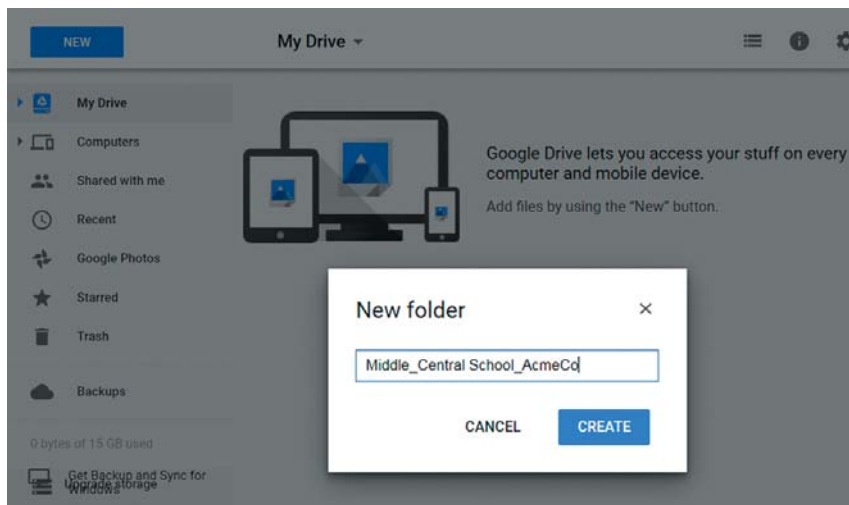
Teacher or Advisor: if you do not already have a Google account, please create one so you can share your entry files with us.

### A complete entry consists of:

- Business Plan (PDF or Word doc)
  - File naming convention: Business Plan - Division, School, Company Name
  - Example: Business Plan - Middle\_Central School\_AcmeCo
- Video Pitch
  - File naming convention: Video Pitch - Division, School, Company Name
  - Example: Video Pitch - Middle\_Central School\_AcmeCo
- Completed Participation Waivers (student and teacher/advisor) for each person on the team
  - File naming convention: Participation Waivers - Division, School, Company Name
  - Example: Waivers - Middle\_Central School\_AcmeCo
  - Reminder: Missing waivers will disqualify the team's submission

### Share a folder from Google Drive

1. Sign in to the Google Drive website ([drive.google.com](https://drive.google.com))
2. Create a new folder by clicking the NEW button, then select Folder (top left corner of screen)  
File Naming Convention: Division\_School\_Company Name (example: Middle\_Central School\_AcmeCo)



3. Open the folder; drag/drop your files into the folder. Or, add files by clicking the NEW button, then select File Upload.

4. To submit your entry:
  - a. Go to My Drive, then click on the folder you want to share - the selected folder should be blue.
  - b. Right click the selected folder and click Share from the drop down menu.
  - c. Under “People” type: keikico@asbhawaii.com
  - d. Next to the email field, click the pencil link drop-down - make sure “Can organize, add & edit” is selected. This access will allow the KeikiCo committee to download your submission.
  - e. If you’d like, add a personal message.
  - f. Click Send to submit your entry. An email notification will be sent to the KeikiCo committee.
  - g. A KeikiCo committee member will contact you to confirm receipt of your submission.

