



KeikiCo Contest



Overview

Bring your ideas! Big or small, we'll take them all.

WHAT IS THE KEIKICO CONTEST?

We know your school has talented students with great ideas. American Savings Bank's KeikiCo Contest is a Business Plan competition where your students can showcase their best ideas for a chance to win \$5,000 to \$25,000 for your school! It is an opportunity for students to flex their creative muscles and turn their big ideas into business-worthy plans.

WHO CAN JOIN?

Students in grades 3 to 12 from private, public and charter schools in Hawaii may create teams of 2 to 5 students each. Teams of 5 are recommended to best evenly distribute the work. Teams will be asked to come up with an innovative product or service and develop a Business Plan with a Video Pitch. There is no limit on the number of teams a school can enter to join the contest.

WHAT ARE THE PRIZES?

First Place:	\$25,000 to the school of the winning team
Second Place:	\$15,000 to the school of the winning team
People's Choice:	\$5,000 to the entry with the highest votes (one per division, prize goes to the school)

2022 KEY DATES

July 31	Priority Registration Deadline to submit Participation Entry Form
August 19	Final Registration Deadline to submit Participation Entry Form
Nov. 4 at 5:00 p.m.	Deadline for teams to submit Business Plans, Video Pitch link, and completed waivers. (NOTE—this deadline was extended from October 29)
Nov. 21 — Dec. 2	People's Choice Voting — The top 5 Video Pitches per division posted on asbhawaii.com
Dec. 5	Notification to winning schools, announcement of People's Choice winners
First 2 Weeks of Dec.	Awards ceremonies at schools

More details are available at www.asbhawaii.com/keikico.
Got questions? Contact us at keikico@asbhawaii.com!