



# 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?

KeikiCo is open to the first 60 K-12 Hawaii schools that register before the deadline. There is no limit on the number of teams a school can enter into the contest. Under the direction of a teacher advisor, students in grades 3 to 12 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.

### WHAT ARE THE PRIZES?

- First Place:** \$25,000 to the school of the winning team in each division  
**NEW!** Individual Prizes of \$250-\$500 for Students of First Place teams (max 5 students per team, conditions apply.)
  - Second Place:** \$15,000 to the school of the winning team in each division
  - People's Choice:** \$5,000 to the entry with the highest votes in each division
- Divisions are Elementary (grades 3-5), Middle (grades 6-8) and High School (grades 9-12)

### 2023 KEY DATES

Aug. 11	FINAL Registration Deadline to submit <a href="#">Participation Entry Form</a>
Aug. 28	Contest Officially Begins!
Nov. 6 at 5:00 p.m.	Deadline for teams to submit Business Plans, Video Pitch link, and waivers
Nov. 28	Notification to winning schools
Dec. 7-21	Awards ceremonies at schools

More details at [www.asbhawaii.com/keikico](http://www.asbhawaii.com/keikico)  
 Register at <https://forms.gle/ft82A5PzRPdxWLZ48>  
 Got questions? Email [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com)

