



## IMPORTANT DATES

- Sep. 11, 2026 | Registration Closes
- Oct. 9, 2026 | Team Details Form Due
- Jan. 15, 2027 | Final Submission Due
- Feb. 15 – 26, 2027 | Public Voting
- Mar. 2027 | Winners Notified
- Apr. 2027 | Award Ceremonies

## START THE ADVENTURE

(April – August)

*Help teams get organized and begin shaping their business ideas.*

- ✔ Determine the number of student teams you expect to participate and complete registration
- ✔ Brainstorm business ideas and select business concept.
- ✔ Begin research and outline the Business Plan and Video Pitch.

### PRO TIPS:

- #1 – Bookmark the [KeikiCo Contest Website](#)
- #2 – Review the KeikiCo Packet and the Overview Page for new updates
- #3 – Add important contest dates to your calendar

**NOTE:** In September, advisors will receive the "Team Details Form" to confirm final team numbers.

## BUILD & CREATE

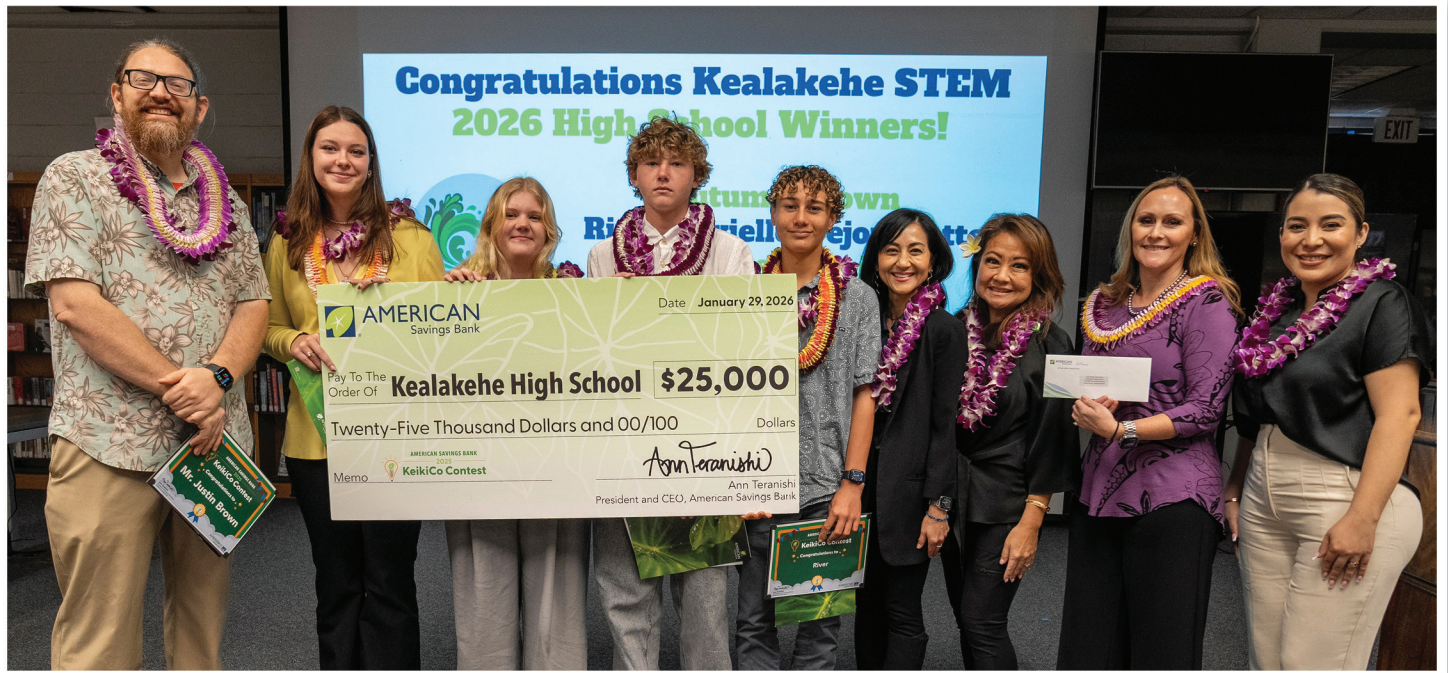
(September – November)

*Teams begin developing their Business Plan and Video Pitch.*

- ✔ Complete and submit the Team Details Form to [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com) by **Oct. 9, 2026**.
- ✔ Teams begin drafting their full Business Plan and Video Pitch.

### PRO TIPS:

- #1 – Complete the Business Plan first, then the Video Pitch, so teams clearly understand their product, marketing strategy, and story.
- #2 – Review the Video Pitch Guidelines. The pitch counts for 50% of the final score.
- #3 – Encourage teams to think creatively and fully answer each prompt. It's easier to edit down than to add missing content later.



## REFINE & POLISH (November – December)

*Teams finalize their submissions and prepare to upload.*

- ✔ Create a free Box account (invitation sent in November).
- ✔ Upload waiver forms to the assigned Box folder.
- ✔ Teams finalize their Business Plan and Video Pitch and verify completeness of submission.

### PRO TIPS:

- #1 – Consider creating a team email to log into Box so members can manage their own submission.
- #2 – If information is missing from your Video Pitch, consider adding voiceover narration or text graphics instead of re-filming.

## SUBMIT & SHINE (January 2027)

*Teams submit their final plan by January 15, 2027, 11:59 p.m.*

- ✔ Confirm the Video Pitch link works and upload the final Business Plan into Box.
- ✔ Confirm each team member has submitted a completed waiver form.

**NOTE:** Late or incomplete applications will not be considered.

### PRO TIPS:

- #1 – Encourage teams to submit early in case technical support is needed.
- #2 – Ensure all files follow submission naming guidelines: **DIVISION-School Name-Team Name (MID-Kalakaua Middle School-Acme Co).**