



# 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?

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

### 2021 KEY DATES

July 31	Priority Registration Deadline to submit Participation Entry Form
August 27	Final Registration Deadline to submit Participation Entry Form
Nov. 5 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. 22-Dec. 1	People's Choice Voting – The top 5 Video Pitches per division posted on asbhawaii.com
Dec. 2	Notification to winning schools, announcement of People's Choice winners
Dec. 6-17	Awards ceremonies at schools

More details are available at [www.asbhawaii.com/keikico](http://www.asbhawaii.com/keikico).  
Got questions? Contact us at [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com)!