

KeikiCo Contest

Contest Rules



General

The 2021 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 2-5 students to participate in the following 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, primarily via email.

Priority Registration Deadline to submit Participation Entry Form: July 31, 2021

Final Registration Deadline to submit Participation Entry Form: August 27, 2021

Entries

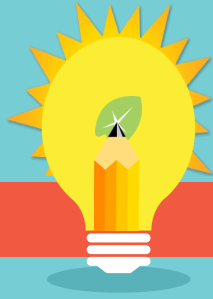
Each team must come up with an innovative product or service and develop a corresponding business plan and video pitch. Entry submission: Business Plan, Video Pitch LINK and completed Participation Waivers (student and teacher/advisor) should be submitted via email at keikico@asbhawaii.com (see instructions included in this packet). Missing waivers will disqualify the team's submission.

The deadline to email the business plan, video pitch link, and signed waivers is **November 5, 2021, 5:00 p.m. HST**. See **Submission Instructions** included in this packet.

Business Plan (70% of score)	Video Pitch (30% of score)
<ul style="list-style-type: none">• Page limit: Maximum of 5 pages, single-sided, double-spaced• Font size: 10 minimum• File Format: PDF or Word doc• File Naming Convention: Division, School, Company Name (example: Middle_Central School_AcmeCo)• Suggested Content: See page titled "Business	<ul style="list-style-type: none">• Length: 2 minutes maximum• Format: Hosted by school on Vimeo, YouTube or other. Password protected is acceptable.• Suggested Content:<ul style="list-style-type: none">• 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?



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Video Pitch 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 auto-matically 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 "creditroll")
- 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

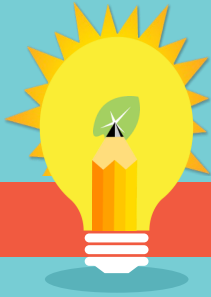
Each submission will be judged based on the following criteria:

Business Plan (70%)		Video Pitch (30%)
Idea for product or service	20%	Clarity/Completeness
Mission, Vision, Objectives	10%	Creativity/Engagement
Marketing	10%	
Finance	10%	
Innovation	10%	
Market Research	10%	

American Savings Bank reserves the right to disqualify any entry that is incomplete or not in accordance with the specifications given.



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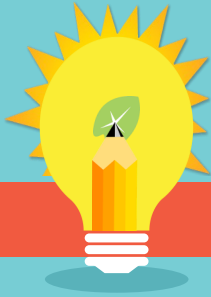
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Prizes

- **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.
- **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 video pitches in each division. Teams who receive First or Second Prizes will not qualify.
 - The video pitches from these top teams will be posted on our American Savings bank website at www.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.
 - 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 22, 2021, at 9:00 a.m. HST, and ends December 1, 2021 at 5:00 p.m. HST ("Voting Period"). To participate in the voting, go to <https://www.asbhawaii.com/keikico>



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Conditions of Participation

By participating in the KeikiCo Contest, you agree to be bound by these Official Contest 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.



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