



TEF JUNIOR



Monetizable Business Idea Contest

Program Overview 2020 for Local and Nationals at FETNA/Atlanta:

This contest is for Youth, with the goal “To influence our next generation Youth to identify monetizable business opportunity”

Age Criteria: Middle school 6th to 8th grade (Group 1) and High school 9th to 12th grade (Group 2)

Team Size: Individual or Team of 2 to 5

Eligibility: All participants should undergo a mandatory 3 weeks online training; Training shall be around 3 to 4 hours in total. There will be assignments after each training session. All applicants shall submit their assignments prior to the competition. Participants can get help from their parents and friends but should be able to answer questions during final round assessment.

Contest: To submit a monetizable business idea

Fee:

\$40 per participant (Group 1)

\$60 per participant (Group 2)

Following details should be submitted:

Group 1:

Details	Business Idea Details to be included with in your application	Score (100)
1	Business Idea brief (Not more than 5 sentences)	10
2	What problem or a need this business solves	10
3	Targeted market and demographic his business idea is focused on (i.e. business segment, number of people, community, cause the idea serves, time of launch)	10



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4	What geographical area this business could serve or help	5
5	Present 3 unique reasons for the consumers to consume from your business (i.e Key differentiator)	15
6	List top 3 competitors for your business (Elaborate on why the listed are competitors and outline how your product stands out from the competitors)	15
7	Brief about your product cost and price	5
8	Projected growth potential	5
9	Personal Interview & Presentation	20

Group 2:

Details	Business Idea Details to be included with in your application	Score (150)
1	Business Idea brief (Not more than 5 sentences)	10
2	What problem or a need this business solves	10
3	Targeted market and demographic his business idea is focused on (i.e. business segment, number of people, community, cause the idea serves, time of launch)	10
4	What geographical area/consumer segment this business could serve or help	5
5	Present 3 unique reasons for the consumers to consume from your business	15
6	List top 3 competitors for your business (Elaborate on why the listed are competitors and outline how your product stands out from the competitors)	15



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7	Brief consumer acquisition strategy and Marketing (branding, media, message etc.)	25
8	Brief about your product cost and price	10
9	Projected growth potential	10
10	3 reference business you studied, please submit the data you collected about these companies - (How are references being used to influence the idea)	15
11	Personal Interview & Presentation	20

** Rules of Engagement to including Teamwork

Competition Stages for participants

- 1) Application registration with fee submitted to Sangam lead
- 2) Idea submission
- 3) Selecting Top 25 applicants Group 1 & Group 2
- 4) Personal / Skype interview with top 25 applicants
- 5) Announcing 2 winners each in Group 1 and Group 2 for each Sangam that will attend **FETNA 2020 in Atlanta to compete in a National competition.** Teams must be present to pitch in the finals at FETNA 2020.

	Application registration	Idea submission	Selecting Top 25 applicants	Personal/Skype interview with top applicants	Announcing winner on TEF TALK in each group
Timeline	20 th March 2020	10 th April 2020	25th April 2020	5 th , 6 th , 7 th June 2020	13th June 2020

Competition Preparation for Tamil Sangam & FETNA 2020

- Sangam Presidents/ATEA chapter to be contacted in each Sangam.
- President to nominate himself or 1 Lead volunteer to handle the PR, announcements and application process
- 2-3 volunteers need to handle calls/email questions from participants and/or create a FAQ's
- Lead Volunteer and President/ATEA chapter person to select a panel of two judges minimum, maximum 4, (Intrapreneur (VP level at corporations) and Entrepreneur).



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- Make sure parents of participating youth are not judges, parents are welcome to be mentors.
- Judges to review the applications and follow judging criteria aligned with Nationals
- Judging and feedback can be one of mentoring so teams can learn in the process and better themselves
- Judging can be remote or in-person where each Sangam can have a pitch day to motivate the youth, and select the top 2 from each Group.
- Winning teams can be provided additional mentoring to participate in Nationals
- Each pitch 9 minutes, judge Q&A 10 minutes. Total 20 minutes per team. Same time for nationals.
- Any platform can be used for remote presentations.
- Group 1 : Investment \$3000 on business idea + Mentorship
- Group 2 : Investment \$5000 on business idea + Mentorship.



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Please submit your business idea presentation to following email id
Each Sangam can enter their own email ids.

Online Materials

<https://www.youtube.com/playlist?list=PLTeE9u2Ej-ApeCqvCE2QAfhKUz43pt6h4>

TEF Junior Course 1 to 3 vidoes

3 videos • Updated today

FeTNA Peravai 2018

- 1 TEF Junior Course (1/3) - How to discover your business idea
FeTNA Peravai 2018
10:49
- 2 TEF Junior Course (2/3) - Narrowing your ideas down
FeTNA Peravai 2018
14:25
- 3 TEF Junior Course (3/3) - From idea to solution
FeTNA Peravai 2018
16:08