



## CELEBRATE 2024 VERMONT ENTREPRENEURSHIP DAY!

Wednesday, February 7, 2024 | 8:30am – 11:15am (free)

Vermont 9 - 12 grade students are invited to participate in  
the 15<sup>th</sup> Annual & 4<sup>th</sup> Virtual Vermont Student Entrepreneurship Day

2024 Theme:

### “Vermont Entrepreneurs...Finding Your Groove”

- Hear how a panel of Young Successful Vermont Entrepreneurs are finding their groove
- Learn how to pitch your ideas
- Get ready to play a couple of games during the program
- Governor’s Proclamation for Vermont Entrepreneurship Week
- Visual Media Competition Submissions & more!

In advance of February 7<sup>th</sup> – Students may enter – the:

#### Visual Media Competition Categories:

#### Bumper Stickers & YouTube Videos - WIN CASH PRIZES!

Students may enter in one or both categories - Submission deadline: Jan 10, 2024

(Note: to join the free February 7<sup>th</sup> event students do not need to enter one of the competitions)

Event details & competition guidelines: [vtsbdc.org/specialty-services/youth-entrepreneurship/](https://vtsbdc.org/specialty-services/youth-entrepreneurship/)  
or Contact: Laurel Butler – [lbutler@vtsbdc.org](mailto:lbutler@vtsbdc.org) Vermont Small Business Development Center

### *Vermont Entrepreneurship Day & Competitions*

**Description:** The "Vermont Entrepreneurs .... Finding Your Groove" competition is an exciting and engaging opportunity for high school students in Vermont to explore the world of entrepreneurship through creative expression. The competition revolves around two main components: graphic design and video interviews with Vermont-based business owners. Both culminating event on Feb 7, 2024 and competitions aim to celebrate the spirit of entrepreneurship, encourage self-discovery, and inspire students to explore their passions and creativity. By connecting with real-life entrepreneurs and expressing their insights through graphic design and storytelling, students will gain a deeper appreciation for the transformative power of entrepreneurship in Vermont. This also gives students greater knowledge and appreciation for what’s available right here in Vermont’s workforce or what might be possibilities for one day starting/creating a venture of their own design and building additional workforce opportunities for others. **Note: ENTRIES DUE January 10, 2024**

Brought to you by: Vermont Small Business Development Center - Vermont District Office U.S. Small Business Administration - Vermont Career & Technical Student Organizations – Vermont Business Education Corps – & others



## **General Competition Guidelines for Bumper Stickers and Videos:**

- **Eligibility: The competition is open to all high school students currently studying in Vermont.**
  - Students can participate individually or form teams of two to four students to create their graphic designs and conduct the interviews.
  - Schools may submit up to five Bumper Stickers and five Video Interviews. If a school would like to submit additional bumper stickers and/or videos - reach out to Laurel Butler to see if it is possible.
- **Mentorship:** Students will be encouraged to seek guidance from teachers, mentors, or local entrepreneurs during the creative process and interview preparation.
- **Submission:** Each participant or team will submit their graphic design and video interview entry for judging.
- **Judging Panel:** The entries will be reviewed by a panel of judges comprising graphic designers, entrepreneurs, and community leaders.
- **Awards:** Prizes will include cash awards, recognition, certificates.
- **Exhibition:** The winning graphic designs and select video interviews will be showcased in several media, inspiring others to embark on their own entrepreneurial journeys and find their groove in Vermont.
- Each participant must provide (individuals and all team members) a completely filled out Competition Application Form. Entries cannot be returned.
- By submitting an entry, participants agree that their work may be used in various locations or in publications/media and in electronic format to be used as promotional materials. Some of the entries will be used to promote Vermont Entrepreneurship Week 2024 and 2025.
- The Vermont Entrepreneurship Week 2024 - "Team Vermont" reserves the right to
  - publish any of the entries submitted, with credit given to the participant(s), and all submissions become the property of "Team Vermont" and may be used at its discretion.
- **Judging:** The judges will base their decision on a mix of originality, artistic skills, craftsmanship, and relevance to the subject matter. Their decision will be final, and no correspondence will be entered into.



## **Graphic Design - BUMPER STICKER COMPETITION w/Guidelines – Lesson Plan**

**EXPERIENCE:** Participants will be tasked with creating visually captivating graphics that embody the 2024 Vermont Entrepreneurship Student Day (to be held Feb 7, 2024) *theme "Vermont Entrepreneurs.... Finding Your Groove."* The designs should reflect the unique journey of entrepreneurs in Vermont, highlighting the process of discovery, resilience, and personal growth as they pursue their passions and establish successful ventures. Students are encouraged to use elements that symbolize determination, innovation, and the entrepreneurial spirit. The graphic designs will be judged based on creativity, visual appeal, relevance to the theme, and how effectively they capture the essence of entrepreneurs finding their groove in Vermont.

### **PURPOSE:**

- To give students a chance to practice graphic design and marketing skills
- To connect students to state-wide initiatives to promote and support entrepreneurship

### **MATERIALS:**

- The Theme
- Graphic design software like Canva, Photoshop, etc.
- **Guidelines for submission**
  - **Sticker Size: 3"x 8" rectangular or 7"x 4" oval bumper sticker (could also be used later to place on a T-shirt design size)**
  - **Bumper stickers must be easily reproduced and submitted in PDF form (only)**
  - **Stickers must incorporate this year's 2024 theme: "Vermont Entrepreneurs...Finding Your Groove"**
- Application for those who want to enter the competition

### **TIME: One or two class blocks – depending on schools (two 40 minutes or one 75/80 minutes)**

1. In small groups, ask students to discuss businesses that started in Vermont and/or in your local community. How have these businesses demonstrated resilience and growth? How have they contributed to the local community? You can prompt with things like Covid, flooding, new products entering the market, etc. These elements can become part of the bumper sticker design process.
2. Review tips for creating a good bumper sticker:
  - **Simple Message Does the Trick:** If you are planning to add a message to your sticker, experts say – Keep it simple! You don't want to stress out the readers, trying to figure out the meaning behind the message. Keep your sticker away from long statements. Be precise.
  - **Generate Curiosity – It Works!** People are always curious to know the second half of any story or a message. So, do not give away the entire message in your sticker. Generate curiosity among your prospects. The message on your sticker can be very short, yet intrigue people to visit your website or store to know more about your products and services.



- **Uniquely Shaped Sticker:** Usually, the bumper stickers come in a rectangular shape. Try something different from what others do. Think creative. Think of creating a unique shape for your stickers. Yes, maybe you will have to pay some extra bucks, but it is worth it. A uniquely shaped and sized sticker has higher chances of standing out from the rest. Of course, you should do this only if it suits the nature of your business.
- **Let them Read Clearly:** This is one of the most important tips. The font size of your stickers should be large enough, and a majority of the portion of the sticker should be taken up by the headline. Include both, lowercase, as well as uppercase letters in the message to make it easy-to-read. You can use fonts, such as Arial, Impact, Interstate, etc.
- **Usage of Eye-grabbing, Attention-seeking Colors:** If you want your bumper sticker to get noticed from a long distance, then you can make use of bright colors. Try using two colors that blue and white, and so on... contrast each other. You can choose color combinations like black and yellow, royal.
- Using a technology tool like Canva, have students create their bumper sticker that links to the theme: "***Vermont Entrepreneurs.... Finding Your Groove.***"
- Have students share their bumper stickers in small groups to get feedback. Students can refine their work based upon feedback from peers. YOU CAN SKIP THIS STEP & SIMPLY COLLECT.
- Share some of last year's winning entries – so students can see examples. You can also ask students to find an example of a bumper sticker they think is effective.... just make sure, they are appropriate to share, since there are some out there that can be a bit edgy. Here is the link to last year's winning bumper and videos.

<https://www.youtube.com/watch?v=Bxd-g4EKXeg>

### **EXTENSION:**

You could hold a class competition, where students vote on the best bumper sticker, and/or students can submit their work for the state-wide competition. The materials for the competition are below.

### **JUDGING CRITERIA: What judges will be looking for entries:**

- Originality—Concept is unique, meaningful, and relevant
- Audience Engagement—Draws in and exceptionally engages viewers
- Message—Clearly demonstrates theme\* Elements—Suitable and appropriate
- Layout—Items are balanced and appealing to the eye
- Use of Symbols, Lines, and Shapes—Overall result is bold, striking, eye-catching
- Font—Size and style is eye-catching and enhances the overall effect
- Color—Excellent use of color and/or shading
- **Note: Bumper Stickers will be disqualified if any of the following are exhibited: Spelling errors (please proof and proof again!) Incorrect size or Missing 2024 Theme requirements**
- **COMPETITION APPLICATION FORM (bumper stickers and/or videos)**
  - (For team entries, please provide an application for each participant)



## **VIDEO INTERVIEW COMPETITION w/Guidelines – Lesson Plan**

**EXPERIENCE:** In this part of the competition, students will have the opportunity to conduct inspiring video interviews with real Vermont entrepreneurs. Participants will select business owners whose stories exemplify the theme "Finding Your Groove" by showcasing their journey of self-discovery, overcoming challenges, and ultimately finding success in their chosen ventures. The interviews should delve into the entrepreneurs' motivations, strategies, and the lessons they have learned along the way. The video interviews will be evaluated based on the depth of insight, storytelling abilities, the connection between the entrepreneurs' experiences and the theme, and the overall production quality.

### **PURPOSE:**

- To give students a chance to practice interviewing skills
- To give students a chance to research local businesses
- To provide an opportunity for students to begin building their professional network and what is needed in the workforce
- To connect students to state-wide initiatives to promote and support entrepreneurship

### **MATERIALS:**

- Video recording equipment (smartphones, cameras, etc.)
- Release forms for the entrepreneurs to sign
- Interview questions (see below)
- Rubric for evaluating the videos (see below)
- **Guidelines for submission**
  - **Videos are to be interviews of current or former VT entrepreneur(s) business owner(s) in local VT communities -- sharing their stories about finding their groove.** Things to consider:
    - Think of why you choose this person or business to interview or What message does this person want to give young entrepreneurs? You could provide a little background/details about the person/business – some of the who/what/where/when/why
    - Have fun – be creative and inspirational!
    - **The theme: "Vermont Entrepreneurs.... Finding Your Groove" must be included as well as credits to all participating in the video: students, those interviewed, etc.**
  - **Total time limit: 180 to 210 seconds (3 to 3 ½ min) – in a YouTube or MP4 format that can be easily shown and accessed. Note: in order for the videos to have all of the information with credits – they may be up to 240 seconds.**
- Entry for all who are entering the competition – one for each student.

**TIME: Three - five class blocks (again depending on how long blocks are at schools) and much can be done outside of class.**

1. Introduce the contest and its theme, "Finding Your Groove," to the students.
2. Discuss the qualities of a successful video interview, including the importance of asking open-ended questions, active listening, and storytelling.



3. Provide students with a list of Vermont entrepreneurs to choose from, or allow them to find their own.
4. Have students research their chosen entrepreneur and prepare a list of interview questions that will help them tell their story.
5. Review the interview questions with the students and provide feedback on how to improve them.
6. Have students contact their chosen entrepreneur and schedule a time for the interview.
7. On the day of the interview, have students arrive early to set up their equipment and test the lighting and sound.
8. Have students conduct the interview, making sure to ask follow-up questions and actively listen to the entrepreneur's responses.
9. After the interview, have students review the footage and select the best clips to use in their final video.
10. Have students edit their video, adding music, transitions, and other effects as desired.

Share some of last year's winning entries – so students can see examples. Here is the link to last year's winning bumper and videos. <https://www.youtube.com/watch?v=Bxd-g4EKXeg>

### **Potential Interview Questions:**

- What inspired you to start your business?
- What were some of the challenges you faced along the way?
- How did you overcome those challenges?
- What lessons have you learned from your experiences?
- At what point did you look at your business and consider it a success?
- What would you change about your business journey if you could go back?
- How do you stay motivated and focused on your goals?
- What advice would you give to someone who is just starting out in business?

### **Judging Criteria: What judges will be looking for in video entries:**

- Originality—Concept is unique, meaningful, and relevant
- Audience Engagement—Draws in and exceptionally
- Message—Clearly demonstrates theme\* Elements—Suitable and appropriate
- Video Quality—Is smooth and steady and in focus
- Video Transitions & Edits—Effective and appealing
- Video Teamwork—All group members are listed in credits in meaningful roles
- Videos will be disqualified if any of the following are exhibited:
  - o Spelling errors (please proof and proof again!)
  - o Missing 2024 Theme requirements
  - o Less than 180 or more than 210 seconds (plus credits: can be up to 240 seconds)
- Sent in a format that is inaccessible – should be in a YouTube or MP4



**Entries Due January 10, 2024**

**COMPETITION APPLICATION FORM (bumper stickers and/or videos)**  
*(For team entries, please provide an application for each participant)*

***Please print legibly:***

**Check One:** Bumper Sticker \_\_\_\_\_ Video \_\_\_\_\_ (or entering both) \_\_\_\_\_

Student First and Last Name \_\_\_\_\_ Age \_\_\_\_\_ Grade: 9/10/11/12

Student Email \_\_\_\_\_ Reachable Phone # \_\_\_\_\_

Student Home Mailing Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Parent/Guardian First and Last Name \_\_\_\_\_ email: \_\_\_\_\_

Teacher Name \_\_\_\_\_ Name of Course (if applicable) \_\_\_\_\_

Teacher Phone \_\_\_\_\_ Teacher Email \_\_\_\_\_

School Name (& Sending School) \_\_\_\_\_

Principal/Director First and Last Name \_\_\_\_\_

**Student Signature** \_\_\_\_\_ Date: \_\_\_\_\_

**Parent/Guardian Signature** (if student under 18 yrs.) \_\_\_\_\_ Date: \_\_\_\_\_

**Teacher Signature** \_\_\_\_\_ Date: \_\_\_\_\_

(The above indicates approval for the attached submission and verification of its originality – and please do not use any “real identifying business logos” in the graphics)

**January 10, 2024 - 3pm (or sooner):** Submission Deadline to Submit all materials

A link will be provided for submissions by December 2023

Questions? Please reach out to:

Laurel Butler – [lbutler@vtsbdc.org](mailto:lbutler@vtsbdc.org) – (802) 922-3692

<https://www.vtsbdc.org/specialty-services/youth-entrepreneurship/>