

# 7th Annual KCK Youth Entrepreneurship Challenge

Tradeshow Packet - 4:30 pm - 8:30 pm, Thursday, March 5th 2026

## *Tradeshow*

### Description

- The tradeshow is a 90-minute event where you will have the opportunity to pitch your business or product to a panel of judges. The judges will visit each student or team to evaluate your business idea, display, and your ability to discuss your business idea and answer questions.

### Competition Day Process

- Tradeshow will be competing on Thursday, March 5th, from 4:30 pm to 8:30pm\*.
  - *\*The time of the event is still under review and scheduled to change.*
  - *Round setup and schedule are still being determined.*
- Judges will have 4-6 minutes to listen to students share the highlights of their business plan and business or product idea, including time to provide samples or handouts, and ask questions.
- Judges will visit students for 90-minutes. If you are not at your booth when the judges visit, you will be disqualified (unless you are presenting your elevator pitch at that time).
  - If you are competing in the Elevator Pitch, it is recommended to have either Tradeshow or Elevator Pitch judged first, in order to decrease the likelihood of missing an event.
- Non-participating students and community members might also be invited to the tradeshow, and you should be at your booth, ready to network and share with all those in attendance.
- There will be only one round for this event.
  - In case of a tie, a second round will be held to break the tie.

### Guidelines

- If a business is being represented by a team, there is no minimum or maximum number of members who can present their business for the tradeshow.
- Entrepreneurs will be allowed 30 minutes before the event to set up their trade show booths. Booths must be finished and students ready to begin answering questions by the time judges begin their walkthrough.

### Judging your Business

- Business Overview

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- What is it, who occupies key roles (management/operations), what is your experience, what legal structure will you use, etc.
- Business Description
  - What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.
- Marketing
  - Market research including target market, how will you reach your market, potential growth, who is your competition, what promotion and advertising will you use, how did you choose your pricing strategy, etc.
- Financials
  - Project financial requirements, cash flow, projected income, etc.
- Presentation
  - Poise, confidence, comprehension, ability to answer questions, proper attire, captures attention, timing, etc.
- Booth Display
  - Creative, neat, easy-to-understand, relates to your business, engages judges, etc.

## Rubric

- Total Score of 25 points
- Scoring is done on a scale of one to five.
  - 1 being Poor
  - 2 being Minimal
  - 3 being Sufficient
  - 4 being Above Average
  - 5 being Excellent
- Judging will be done based on five categories:
  - Business Overview
    - What is it, who occupies key roles, what is your experience, legal structure, etc.
  - Business Description
    - What product or service will you provide, where will your business exist, when will it happen, what funds will you need, etc.
  - Marketing
    - Market research including target market, potential growth, competition, promotion and advertising, pricing strategy.
  - Presentation

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- Poise, confidence, comprehension, ability to answer questions, proper attire, for a business presentation, captures attention, within time limits, etc.
- Booth Display
  - Creative, neat, easy to understand, relates to the business, engages judges, etc.