

# 7th Annual KCK Youth Entrepreneurship Challenge

Formal Presentation Packet - 8:00 am - 1:30 pm, Friday, March 6th 2026

## *Formal Presentation*

### Description

- The Formal Presentation is a four-to-six-minute presentation where each business will share details of its product or service with a panel of judges, usually in the form of visual slides.

### Competition day process

- Formal Presentation will be competing on Friday, March 5th 6th from 8:00 am - 1:30 pm\*.
  - *\*The Time of the event is still under review and scheduled to change.*
  - *Round setup and schedule are still being determined.*
- There will be only one round for this event.
  - In case of a tie, a second round will be held to break the tie.

### Timing

- 1 Minute available for business to introduce their business name, presenter and or team member(s) name(s).
- Businesses are allowed 4-6 minutes for the Formal Presentation.
  - Timing starts after the judges have the business name & presenter(s) name(s).
  - Businesses are allowed a 30 second grace period after the 6 minute mark.
  - If the presenters go over a minute, respectfully tell them that their time is up and to begin questioning.
- 5 Minutes of Questioning from the Judges.
  - After questioning, entrepreneurs must exit and make way for the next presenter.

### Deadlines

- Business Deadlines
  - Businesses must submit their Final Formal Presentation slidedeck on Venture Dash on Monday, March 2nd, 2026 by 11:59 pm.
    - **5 points will be deducted if not submitted by then.**

### Requirements

- Entrepreneurs must give the presentation live and in person.

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## Guidelines

- Only competitors, judges, and event staff are allowed in rooms during round(s).
  - If a competitor needs special accommodation, please reach out to Megan and or Casey.
- Entrepreneurs are permitted to utilize handouts and other visual aids if appropriate.
- 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 Formal Presentation.

## Judging your Business

- Business Overview
  - 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 for a business presentation, captures attention, is within time limits, etc.
- Investable
  - Is it an idea that, based on the judges' experience, makes them interested in investing in this business?

## 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

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- 5 being Excellent
- Judging will be done based on five categories:
  - Business Overview
    - What is it, who occupies key roles (management/operations), what is your experience, legal structure, etc.
  - Marketing
    - Market research including target market, potential growth, competition, promotion and advertising, pricing strategy.
  - Financials
    - Accurately projected financial requirements, cash flow, income, etc.
  - Presentation
    - Poise, confidence, comprehension, ability to answer questions, proper attire for a business presentation, captures attention, within time limits, etc.
  - Investable
    - The likelihood that you would invest in this business.