

# Competition Parameters

Student must currently be enrolled in the 5th through 12th grade.

Individuals or Groups must live in one of the Northeast Wisconsin Regional Counties: Brown, Door, Kewaunee, Manitowoc, Marinette, Oconto, Calumet, Dodge, Fond du Lac, Green Lake, Outagamie, Waupaca, Waushara, Winnebago, Menomonee, Shawano

## Group OR Student Category

### School Based Enterprise

- School stores and School-Based Enterprises (SBE) are enhanced entrepreneurial operations set within the school building. The school may provide facilities, inputs, resources, and equipment.
- One type of SBE, a school store, offers students an opportunity to experience retail-sales and customer-service skill development.
- Another type of SBE is an enhanced entrepreneurial retail operation managed and operated by students. Examples might include coffee shops and financial institutions. These hands-on learning laboratories integrate national curriculum standards in marketing, finance, hospitality, or management. Essentially, these arrangements are where theory is applied in a business- and industry-contextualized approach. A one-time fundraiser does NOT qualify.
- Must be available for in -person live presentation on Monday, January 23, 2023.

### Individual Student Category

- One first place winner will be chosen and awarded a cash prize based on business success, growth potential and social involvement
- Must be available for in -person live presentation on Monday, January 23, 2023.
- Grand Prize winner in the student category only is eligible to participate in the State JA YE Live competition in February 2023.
- This category includes Student Entrepreneurial Experience. Similar to school-based enterprises (SBEs), an entrepreneurial student business is student-developed and -led, usually with a school staff or community mentor.
- Outside sources may provide facilities, inputs, resources, and equipment in the business operation, which develops skills and competencies necessary to succeed in business.
- One student or a team of two/three students
- Fundraisers do not qualify for this competition.

**Applications Due December 12, 2022 -- 5 PM.**