

BREVARD'S OWN SHARK TANK FOR TEENS

# JA BUSINESS BLASTOFF CHALLENGE

WHERE STUDENTS COMPETE FOR FLORIDA TECH SCHOLARSHIPS, CASH PRIZES AND SPEAKING OPPORTUNITIES



**THE CLASS** JA *Be Entrepreneurial* is already underway in your classroom, so it's time for your high school students to dream up a business or product or service, work up the financials, design killer marketing materials, and most importantly, take advantage of their JA volunteer by asking questions, bouncing ideas, and making them believers in their businesses!

**THE CHALLENGE** Students will create a product or service, complete a business plan, create two short video advertisements, and a powerpoint presentation. On February 13 they'll compete against teams from all over Brevard, presenting their businesses to panels of judges. The final four teams will compete on stage at the Cocoa Village Playhouse on February 20 in front of a panel of entrepreneurial experts, similar to the popular TV show, Shark Tank.

**THE EVENTS** Round One will be held on Wednesday, February 13, 2018 from 8:00am-1:00pm at Florida Tech. The Finals will be held 6-9pm on February 20 at the Cocoa Village Playhouse and will be open to the public so spread the word to colleagues, administration, friends, family, and students.

**THE PRIZES** First place team members will each receive a \$12,000 renewable scholarship to Florida Tech, a share of \$3,000 in cash, a pro bono consultation with a patent attorney, and an opportunity to speak at the 2018 JA Business Hall of Fame on March 3. Second place team members will receive \$10,000 in renewable Florida Tech scholarships and a share of \$1,500. The third place team will split a \$1,000 cash prize and fourth place, \$500.

**THE WHY** The 2016 Blastoff winners, Garth Savage and Vance L. Mcleod Jr., had this to say about their experience. "The Challenge has changed our lives tremendously. Along with giving us the drive to start our own business, we've had with the opportunity to attend Florida Tech with the scholarships we won. In our eyes, it was not only a gift, but an open door we faced and charged through. We highly recommend you participate because the Challenge can really open your eyes to the possibilities of future success. Your students will learn so many aspects of the business world."