



THE 13TH ANNUAL COMPETITION IS HERE

Take a risk, dream big, and be BOLD!

We're shaking things up! Here's what you need to know about Launch Pad and this year's competition.

Launch Pad was created to encourage high school students to develop business skills and ideas that fuel their futures in positive ways. Although the coronavirus has forced everyone to adjust their plans, Launch Pad is coming back bigger and better than any year yet.

Hold on to your hats, because **we're expanding** and the competition is now open to students grade 9-12 across NEW YORK STATE - regardless of any class or club affiliation! We are excited to offer an independent program called SOLO MISSION for students outside participating classes! Please see launchpadgbsc.com/Solo-Mission for more details.

IMPORTANT DATES

April 22: Project registration due

May 13: Business Plan submission due

May 20: All submission materials due

- Presentation Materials
- Pre-recorded elevator pitch
- Prototype photos or sketches (if available)

May 24: Final event; winners announced!

AWARDS & SCHOLARSHIPS*

- **1st Place Overall:** \$1,500 scholarship
- **2nd Place Overall:** \$750 scholarship
- **3rd Place Overall:** \$500 scholarship
- **Category Winner:** \$100 scholarship
- **Be Bold Award:** \$100 scholarship
- **Best Logo Award:** \$100 scholarship
- **Best Idea Award:** \$100 scholarship

- Individuals and groups (of no more than four) will compete against each other in their specified project category
- Teams will self select categories, and will be subject to preliminary judging in rooms of 4-6 teams. One team will win each category room and advance to the final round
- Winners will be chosen via a combination of idea quality and judges' scores

COMPETITION CATEGORIES

Goods

Services

Apps

STEAM

Social Entrepreneurship

STUDENTS

This is a great chance for you to develop an idea that could really make an impact on your community. *It's time to prove to everybody what you can do!* Team up with other students and work with a mentor to take an original idea and turn it into something **REAL**, substantial and beneficial. You'll connect with business people who can help you with their experience every step of the way.

This could be your next step toward your future. Past participants have turned their ideas into successful businesses that have made positive changes in their local communities and potentially even the world. High school students across the state will compete against each other for multiple awards, scholarships and internship opportunities, while preparing for college and beyond. Get your heads together to put your school above the others. It's a school-vs-school challenge!

We know these days are different, but let's use these challenges to find new ways of doing things... maybe even better ways! Connect with your mentor and classmates via online video session/email/phone, challenge beliefs on the ways we've always done things, think outside the box and get creative. Use what you've learned during this pandemic to your advantage and let it fuel you. We're in unprecedented times with a brand-new set of issues... maybe you have an idea that could help us all!

SIGN UP

Register yourself (and up to 3 teammates) at launchpadgbsc.com/students.

All 9-12 grade students are eligible to participate and must submit original projects. (Work from previous years can not be resubmitted) Once registered, you'll receive more information and a Starter Kit. In the meantime, discover what you're passionate about, dream big, and **BE BOLD**.

MEDIA CONSENT FORM

Along with print and TV news outlets, we'll be using video and photos for the Launch Pad website and social media accounts. The attached form needs to be signed by a parent or guardian (unless you are 18, then you can sign it yourself) and given to your faculty advisor **as soon as possible**, or you may not be able to participate in the program. This could be your big moment. Don't miss it!



ADVISORS

This competition is meant to motivate students to dream big, fuel their futures and even turn their ideas into reality – **and it can't be done without your help**. The advisors are the glue for this program and the most important thing you can do is to get your kids excited to participate and empower them to succeed.

GET REGISTERED

Register yourself at launchpadgbsc.com/advisors. Once registered, you'll receive more information, a Starter Kit and launch material.

(If you know any students who are interested in participating, but aren't in your class/club, encourage them to sign up as an "independent". This is a new way to participate and allows them to compete via Solo Mission.)

SEND US YOUR PHOTOS!

Showcase your school! We'll be using video and photos for our website and social media accounts to stay connected and highlight the incredible work of our participants. **Send anything you're willing to share to info@launchpadgbsc.com, along with your media consent form** and let us show the community how amazing your school is!

MENTORS

Business leaders, owners and entrepreneurs can give back to the community by becoming a Launch Pad mentor to students who are determined to make a difference. The students participating in the program are some of the most motivated and creative young minds in New York and will look to their mentors to impart real-life experiences that'll help reshape their views on what a career can be.

Our goal is to provide the students who participate in Launch Pad with the best resources and business mentors. This year, our primary focus for Launch Pad is idea generation. Launch Pad mentors should work with their students to generate innovative ideas, as well as assistance developing strong business plans and presentation skills via active listening and honest feedback.

Mentors are typically assigned per class/club in a particular district and should meet with their student groups **in person or virtually for 30-minute sessions for the months** leading up to the final competition. Mentors are encouraged to be available to answer questions via phone and email as well. Meeting recommendations are provided below:

- **December:** 1x/month per team
(if you and your students signed up early!)
- **January - March:** 2x/month per team
- **April - May:** 1x/week per team

Mentors are expected to abide by the requirements and codes of conduct outlined by the school district they are working within. Clear communication with advisors to determine rules for emailing, copying, digital communications, phone/texting with students, etc. is critical.



MENTORS CONT'D

Mentors are encouraged to use GBEOP, Launch Pad and personal resources to facilitate groundbreaking idea generation with students.

BE A MENTOR

Business mentorship is just another way that Launch Pad is changing the world one idea at a time, and we invite you to be a part of the adventure. This is not only an opportunity to invest in your community's future leaders, but also to scout up-and-coming talent for possible employment and internships!

Apply today at launchpadgbsc.com/mentors and be on the lookout for confirmation and school placement. You'll receive more information, a Starter Kit and launch material once you apply and are confirmed.

(If you know any eligible students who are interested in participating, but aren't in a class/club, encourage them to sign up as an "independent". This is a new way to participate this year!)

KEEP US POSTED!

Showcase your students and the work you're doing together! We'll be using video and photos on our social media to stay connected and highlight the incredible work of our participants. **Email anything you're willing to share to info@launchpadgbsc.com and let us show the community how amazing your students are and the impact you're having! And don't forget to fill out a media consent form!**

JUDGES

As the program nears the finish line, students will present their ideas to a panel of business professionals for the chance at scholarship awards and potential internships. (That's where you come in!) Judges should be local business owners, professionals or entrepreneurs with a passion for working with young adults in a creative setting. This is not only an opportunity to invest in your community's future leaders, but also to scout up-and-coming talent!

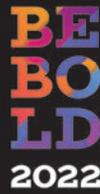
WHAT DO JUDGES NEED TO KNOW?

- Judges will be placed in appropriate categories based on expertise and paired with a fellow judge.
- Project submissions which consist of 4-6 business plans should be reviewed between May 13 - 23, 2022
- Judges are should be present for live or virtual student presentations that will take on May 24
- Scoring criteria is outlined in a judging rubric to provide analysis of the business plan and presentation.
- On competition day, judges should review tradeshow booths applicable to their assigned category.
- Judges will decide on category winners to move on to the final competition. Judges will then deliberate in a live session to decide the overall 1st, 2nd and 3rd place winners on May 24.

APPLY TO BE A JUDGE

Apply online at launchpadgbsc.com/judges. Judges will be selected based on category expertise and appropriateness. All applicants will be contacted regarding status on an individual basis.





CONSENT TO ALLOW PHOTOGRAPHY AND/OR VIDEOTAPING of Launch Pad Participants for Nonprofit Use

Name: _____

School: _____

Reporters, producers and photographers from the Press & Sun-Bulletin newspaper, WBNG-TV and other news outlets have covered the Launch Pad event in the past. Photos will also be included on the Launch Pad website and social media. Please complete and submit this media consent form to be included in future promotion.

I hereby consent to participating in interviews, being quoted, and having photographs or videos taken of me in connection with Modern Marketing & Commerce's Launch Pad, the Greater Binghamton Start-up Challenge.

I grant the right to edit, use, and reuse any interviews, quotes, and photographs or videos involving me for nonprofit use (including broadcast or distribution through the media, internet, or other means).

I also hereby release Modern Marketing & Commerce/Connexio, and its agents and employees from all claims, demands, and liabilities whatsoever in connection with the above.

Signature: _____

Date: _____

(if over 18)

OR

Signature of Parent/Guardian: _____

Date: _____

(if under 18)

ONE
GOOD IDEA
CAN...

change the world