

**Elkhart
County
4-H Fair**

Pitch IT

A Shark Tank Style Competition
Presented by Kem Krest and
Junior Achievement & Lemonade Day Serving Elkhart Co.

Pitch It! featured on...

Kids' Day

presented by Kem Krest

July 26, 2017

PRIZES

for each age bracket

1st: Samsung Galaxy Tablet

2nd: \$50 Cash

3rd: \$30 Fair Clover Cash

Pitch your invention or new business idea at the Elkhart
County 4-H Fair Kids' Day presented by Kem Krest

Wednesday, July 26, 2017

Pre-Judging at 1:00 p.m.

Final Judging at 2:30 p.m.

Your business ideas and inventions will be showcased
on Kids' Day in heritage park.

A panel of judges will determine the
winners for three age brackets.

5 – 9 years old

10 – 13 years old

14 – 18 years old

Entry Info: **On back or...**

Visit: 4hfair.org/kidsday

Email: kidsday@4hfair.org

 **KEM KREST**
Customer Focused. Solutions Driven.



Kids Day “Pitch It!” A Shark Tank Style Competition

Presented by Kem Krest and Junior Achievement/Lemonade Day of Elkhart County

“Pitch It!” is a “youth invention/new business idea” competition that will take place at the Elkhart County 4-H Fair. Throughout the year, youth may develop their ideas and inventions that will be showcased on Kids Day, July 26. A panel of judges will determine first, second and third placings for three age brackets. The age brackets are as follows: 5 – 9 years old, 10 – 13 years old and 14 – 18 years old. Prizes will be awarded to the top three winners in each age bracket. Third place will receive \$30 in Clover Cash that may be used at the fair. Second place will receive \$50 cash and first place winners will receive a Samsung Galaxy Tablet.

How to enter:

1. **Complete the following intent to enter and entry form (4hfair.org/kidsday).**
2. **Email your intent to enter information to Diane Wheatley at kidsday@4hfair.org by July 15.**
3. **Bring your entry form (4hfair.org/kidsday) and your product or service to Heritage Park at the Elkhart County 4-H Fair on Wednesday, July 26.**
4. **Have your product or service set up on the Activities Pad located in Heritage Park by 1:00 pm for pre-judging. (Tables will be provided)**
5. **You are allowed and encouraged to create and utilize presentation props and posters.**
6. **You may ask your parents to help clarify requirements and the business plan but you must do the work.**
7. **You may enter individually or with one partner.**
8. **The top five finalists in each age bracket will present their product or service on the Park Stage at 2:30 pm for final judging.**
9. **Entries that contain explosives or weapons will be disqualified.**

Intent to Enter (email this information to kidsday@4hfair.org by July 15, 2017)

Name:

Phone number:

Age:

School and grade just completed:

Description of invention/product or service:

Elkhart County 4-H Fair: July 21-29, 2017

Kids' Day presented by Kem Krest: Wednesday July 26, 2017

kidsday@4hfair.org

Elkhart County 4-H Fairgrounds 17746-D County Road 34 Goshen, IN 46526

574-533-FAIR (3247) 4HFair.org

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Entry Form

Business Plan

A business plan is a written document that describes an idea for a product or service and how it will make money. It includes your marketing plan as well as estimates for revenue, expenses and how to make a profit. A business plan is a roadmap that helps entrepreneurs think about the costs associated with starting a business. You may use multiple pieces of paper to complete your business plan entry.

Idea

Describe your product or service:

What makes your product or service unique?

Why will people buy your product or service?

Marketing

Who will be your customers?

How will you get word out about your product or service?

Where will you sell your product or service?

Pricing

How much will you charge for your product or service?

What are your competitors charging?

Profit

Profit = Income – Expenses.

What will your profit be?

My one minute sales pitch: