



Y.E.S. FOR ARKANSAS

A PROJECT OF THE ARKANSAS ECONOMIC ACCELERATION FOUNDATION
AN AFFILIATE OF THE ARKANSAS CAPITAL CORPORATION GROUP

For 5th—8th Grade Students
<http://arcapital.com/aeaf/yes>



Y.E.S. FOR ARKANSAS 2.0

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For 9th—12th Grade Students
<http://arcapital.com/aeaf/yes2>

Announcing the 2015 Youth Entrepreneur Showcase (Y.E.S.) for Arkansas!

Do you have a business idea that is new or better than what is out in the marketplace? Does it have the potential to make money?

Put that idea to the test!

Enter the 2015 Y.E.S. for Arkansas Business Plan Competitions!

Just by competing, you'll learn much of what you need to know to start a business—whether or not you plan to do so someday.

Tell you parents about Y.E.S. and Y.E.S. 2.0, and, when you get to school in August, tell your teachers!

Find out how to enter, the rules, and the prizes by going the websites at the top of this page for your grade's competition.

If you're in 5th-8th grade, Y.E.S. starts October 10, with business plans due November 7.

Y.E.S. 2.0 for 9th-12th grade students begins January 12 with business plans due February 27.

Go for it!

Good luck!





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Business Plan Contents and Scoring

Grades 5-8

<http://arcapital.com/aeaf/yes/yes-guidelines>

Company Overview (10 points) - Includes a mission (what you want to do), company history, goals, objectives (where do you want your business to be three months from today), and the backgrounds and roles of the management team.

Product or Service Description (10 points) - Describes the product, its features and benefits, and explains why the product is better than that of the competitors (competitive advantage).

Marketing Strategy (10 points) - Defines the target market and sales approach.

Financials (10 points) - Includes: (1) a statement of what funds you will need and (2) an income statement.

Innovation/Creativity (10 points) - Presents an opportunity to turn ideas into new products or services for a business.



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Business Plan Contents and Scoring
Grades 9-12

<http://arcapital.com/aeaf/yes2/yes2-guidelines>

Executive Summary (10 Points)

Clear, exciting, and effective as a stand-alone overview of the plan; includes brief description of each succeeding section of the plan; can be read in five minutes.

Company Overview (10 Points)

Presents a vision, history, current status, strategy, goals, mission and objectives for the business.

Product or Service Description (10 Points)

Describes the product, its features and benefits, and explains why the product is better than that of the competitors. Identify current stage of development.

Management Team (5 Points)

Backgrounds and roles of key individuals; history and ability to work as an effective team; personnel needs; organizational structure.



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Business Plan Contents and Scoring
Grades 9-12

<http://arcapital.com/aeaf/yes2/yes2-guidelines>

Innovation/Creativity (5 points)

Presents an opportunity to turn ideas into new products or services for a business.

Market and Competitive Analysis (10 Points)

Defines the target market and sales approach; states growth trends and key driving forces of the industry; assesses the competitive environment; shows market acceptance for the product or service.

Critical Risks (5 Points)

Realistically identifies the major internal and external critical risks that could threaten the business and presents contingency plans to address these issues.

Financials (5 Points)

Includes: (1) a statement of what funds are needed and (2) an income statement.

O.U.R. Cooperative Gifted and Talented Scope and Sequence HIGHLIGHTED FOR Y.E.S. CURRICULUM/ SLO

STRAND ONE: LEARNING AND INNOVATION SKILLS

STANDARD 1 – Creativity and Innovation

Students will think creatively and work creatively with others to implement innovations.

	K-2	3-6	7-9	10-12
1.1.1	I	D	E	E
1.1.2	I	D	E	E
1.1.3	I	D	E	E
1.1.4	I	D	E	E
1.1.5	I	D	E	E
1.1.6	I	D	E	E
1.1.7	I	D	E	E
1.1.8	I	D	E	E

STRAND ONE: LEARNING AND INNOVATION SKILLS

STANDARD 2- Critical Thinking and Problem Solving

Students will utilize critical thinking to learn problem-solving skills to apply to real-life situations.

Problem Solving

	K-2	3-6	7-9	10-12
1.2.1	I	D	E	E
1.2.2	I	D	E	E

1.2.3	Effectively analyze and evaluate evidence, arguments, claims and beliefs	I	D	E	E
1.2.4	Analyze and evaluate major alternative points of view	I	D	E	E
1.2.5	Synthesize and make connections between information and arguments	I	D	E	E
1.2.6	Interpret information and draw conclusions based on the best analysis	I	D	E	E
1.2.7	Reflect critically on learning experiences and processes	I	D	E	E
1.2.8	Solve different kinds of non-familiar problems in both conventional and innovative ways	I	D	E	E
1.2.9	Identify and ask significant questions that clarify various points of view and lead to better solutions	I	D	E	E

STRAND ONE: LEARNING AND INNOVATION SKILLS

STANDARD 3- Communication and Collaboration

Students will communicate clearly and collaborate with others.

1.3.1	Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts	I	D	E	E
1.3.2	Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions	I	D	E	E
1.3.3	Use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)	I	D	E	E
1.3.4	Utilize multiple media and technologies, and know how to judge their effectiveness as well as assess their impact	I	D	E	E
1.3.5	Communicate effectively in diverse environments (including multi-lingual)	I	D	E	E
1.3.6	Demonstrate ability to work effectively and respectfully with diverse teams	I	D	E	E
1.3.7	Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal	I	D	E	E
1.3.8	Assume shared responsibility for collaborative work, and value the individual contributions made by each team member	I	D	E	E

What Students and Teachers say about Y.E.S. for Arkansas

"Our principal loves our participation and supports our efforts!"

"I learned about what makes a business plan!"

"We each wrote our own business plan for our idea, and then we compared them. That was effective ... it helped."

"I believe Y.E.S. is an excellent program designed to give our students an opportunity to be risk takers."

"My favorite part was explaining our invention to customers at Expo Day."

"It is difficult to motivate struggling students to want to become more literate. The Y.E.S. program provided real-life motivation for them."

"The most valuable lesson that I learned from participating in the competition was working as a team."

"Y.E.S. encourages young people to have ambition and do something positive with their lives."

"Thanks for the real-life experience of allowing our students to be entrepreneurs. The thought process that occurs when the students start planning a business and writing the business plan really gets not only my students involved but I have parents who are curious to what the project is all about."

"Competing in Y.E.S. is project-based learning. It requires higher-order thinking skills. Kids get the opportunity to think about innovation and what their future could be. Turn your kids loose with their ideas—they will amaze you!"

Questions?

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