

Gator Pit Agent Information

Do you know someone who could jump into the Gator Pit?

The Florida 4-H Youth Development Program is on a statewide search for the most innovative young entrepreneurs, inventors, creators and business people to be a part of Gator Pit! Youth will have the opportunity to win up to \$1,250.00 to help them pursue their entrepreneurial dreams at college.

Youth do not have to enroll in an entrepreneurship project in order to participate in Gator Pit. Gator Pit is an opportunity for youth to take their project work to the next level and “apply” what they have learned to create a product or business pitch. In some instances, youth may already have the business up and running and looking to expand while others may just be presenting an “idea.” Both are acceptable applicants. Individuals or teams of up to five may apply.

Agents can assist youth who apply to be in Gator Pit in the following ways:

- Assist youth with their business pitch and plan. Suggested resources to help youth learn entrepreneurship skills can be found on the 4-H Shop, on the Florida 4-H Curriculum Clearinghouse, or at the end of this information pack.
- Confirm that youth have registered for 4-H University if they are selected as one of five applicants to compete.

Applications are due June 1st.

The Gator Pit competition will take place the week 4-H University.

Selected youth from around the state will be able to attend 4-H University at a half price registration fee. Participants will need to prepare a 3-5 minute pitch, a poster or ppt detailing their business plan or product, and be ready to answer questions from both Gators and other 4-HU participants about the pitch.

Selection Criteria for the 2nd Annual Gator Pit Competition

The top 5 applicants will be selected

Participants must:

- Be a senior 4-Her (between the ages of 14 and 18 years old as of September 1st of the current program year). If participating as a group, all members must be senior 4-Hers. Groups must contain 5 or fewer members.
- Submit a completed Gator Pit application packet by June 1, 2018, including a business plan and a physical or photo of the prototype (if applicable).
- Register to attend 4-H University.
- Schedule
 - Monday: Presentation to first panel of judges
 - Tuesday: Lunch: presentation practice –



Gator Pit Agent Information

Final Showcase: Pitch to second panel of judges and 4-H U participants

Pitch Details

- Individuals or groups should be prepared to make a 3-5 minute pitch of their business plan or product, and answer questions for a period of up to 10 minutes.
- The pitch should explain what market your business is seeking to serve and why (ie, children, parents, animal lovers, business travelers, athletes, etc).
- Pitches should be customer focused-a passionate young entrepreneur can make a compelling argument for why they feel their business should be supported, but unless they can tie that argument in to what it will do for their customer market, the business savvy Gators won't bite!
- Pitches should explain the relevance of the business or product, and should justify why the plan is a long-standing one and not just a trend.
- Pitches should be able to quickly and comfortably explain the basic performance metrics of the business-how will you make and spend money? Applicants should know their budget and be ready to defend it.
- Participants should be able to explain the concept behind their pitch, as well as providing justification for why it either meets the needs or appeals to the wants of customers.

Showcase Details

- Participants will need to bring their printed business plan and prototypes of their products (if applicable).
- Participants will need to prepare a professional poster or ppt describing their plan, product, and/or service, including their budget (a detailed breakdown of their yearly actual or projected income and expenditures), their past 6 months (if applicable) and next 6 months (of the first 6 months after start-up date) projected income from the business.
- Participants will be showcased for up to two hours during 4-H University, in which time they will pitch their ideas to a second panel of judges, answer questions, and describe their business plan or product to other University participants, who will also be given the opportunity to place their vote for best pitch (Fan favorite).
- Participants will have access to a table, electricity, and extension cords if needed for their products. Participants will be responsible for providing all other materials needed.



Gator Pit Agent Information

Awards

- All selected applicants will receive a scholarship to attend 4-H University at half price.
- The top five pitches will receive awards.
- The first place winner will be asked to attend as a guest judge during Gator Pit the following year.

For questions about the competition, the awards, or general Gator Pit information, please contact Vanessa Spero at vspero@ufl.edu or by phone at (321) 345-0260.

Gator Pit Resources

4-H Entrepreneurship Curriculum:

- http://florida4h.org/programs/Florida_4-H_Curriculum-Clearing-House.pdf
- <http://www.4-hmall.org/Category/business-and-citizenship.aspx>
- <http://new.4-hcurriculum.org/projects/entrepreneur/>
- <http://esi.unl.edu/>

General Business Resources (Business Plans, Financial Management, etc.):

- http://edis.ifas.ufl.edu/topic_financial_management
- sba.gov/teens
- <https://www.sba.gov/writing-business-plan>
- <http://www.entrepreneur.com/article/247575>

Manufacturing Information:

- <https://www.shopify.com/blog/7076768-tim-ferriss-on-manufacturing-and-prototyping-a-product>
- <http://smallbiztrends.com/2014/11/find-a-manufacturer-for-your-product.html>



Gator Pit Agent Information

US Patent Office:

- <http://www.uspto.gov/>

Creating a budget:

- <http://edis.ifas.ufl.edu/fy373>
- http://edis.ifas.ufl.edu/topic_budgeting

General Presentation Resources:

- <https://edis.ifas.ufl.edu/4h163>
- http://www.posterpresentations.com/html/free_poster_templates.html

