

## Gator Pit Participant Information

### ***Jump into the Gator Pit and Earn up to a \$1,250 Investment!***

The Florida 4-H Youth Development Program is on a statewide search for the most innovative young entrepreneurs, inventors, creators and business people! Participants will demonstrate goal-setting, financial literacy, creativity, communication skills, and effective marketing.

We are seeking creative senior level 4-H'ers with a passion for their product, service, or idea. Whether in the idea stages or operating successfully and planning to expand, Gator Pit is the right challenge!

Apply now for your chance to compete in the Annual Gator Pit at  
Florida 4-H University.

The Top 5 Applicants will be selected to make their pitch on stage at 4-H University.

Applications are due to Vanessa Spero by email (vspero@ufl.edu) or by mail at  
The State 4-H Headquarters  
PO Box 110225  
2142 Shealy Drive, Gainesville, FL 32611

All applications and supporting documentation must be received in full by  
**June 1, 2018!**

#### **To Enter, Participants must:**

- Be a Senior 4-H member (between the ages of 14 and 18 years old as of September 1st of the current program year). Groups must contain 5 or fewer members and all must be senior 4-Hers.
- Submit a Gator Pit application packet (preview available at the end of this document) by June 1, 2018.
- Register for 4-H University for the entirety of the event (M-Th). 4-H University is an important opportunity to learn, lead, and serve—all of which are valuable qualities in an entrepreneur. As such, young entrepreneurs are asked to register for the entire experience in order to be eligible for an investment.

***The top 10 applicants will be accepted and notified by the end of June to participate with the top 5 being asked to participate in the second panel of judging and the showcase.***



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### Competition Details (Top 5 applicants)

If selected, the schedule is as follows for participants:

Monday: First judging during competitive events

Tuesday: Lunch: presentation practice

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

#### Gator Pit Details Monday Schedule

- Participants will be judged on Monday at 4-H University during the Competitive Events Judging, at which time they will pitch their ideas to the Gators, answer questions, and describe their business plan or product in detail.
  - Individuals/groups should be prepared to make a 3-5 minute presentation, or pitch, of their business plan or product, and answer questions for a period of up to 10 minutes. This pitch should:
    - Explain what market the business is seeking to serve and why (i.e., children, parents, animal lovers, business travelers, athletes, etc.).
    - 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 the consumer, the business savvy Gators won't bite!
    - Explain the relevance of the business or product, and should justify why the plan is a long-standing one that will make money over time.
    - Quickly and comfortably explain the basic performance metrics of the business. How will the business make and spend money? Know the budget and be ready to defend it. How will the business use either or both investments, if won?
- Participants will have access to a laptop, projector, table, electricity, and extension cords if needed for the products. If participants need internet files, they should have them downloaded in advance. Participants will be responsible for providing all other materials needed.
- Participants will need to bring at least 5 copies of their printed business plan for the judges, and a physical prototype of the product (if available), OR a detailed



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design with information regarding manufacturer of choice and manufacturing costs, if prototype is unavailable.

- Prepare a professional display describing their business plan, product, and/or service. This display can be a poster, visual presentation such as a Prezi or PowerPoint, or any other professional and creative format you deem fit (hand drawn posters/trifolds/Velcro displays will not be accepted). Videos may be used as part of a display, but cannot contain the pitch.
- Include the budget (a detailed breakdown of their yearly actual or projected income and expenditures) for the past 6 months (if applicable) and next 6 months (or the first 6 months after start-up date), as well as the plan for using the investment, should they win.
- Provide projected income from the business (with explanation for amounts listed).

### **Tuesday Evening Competition**

- During the on-stage competition Tuesday evening, participants will be showcased one at a time. Participants will make their final pitch and answer a select number of questions from the judges. Only the top 5 pitches will be selected for this competition.
- Prior to competing on Tuesday, all Gator Pit participants will practice their on-stage component and receive feedback to improve their stage presence during lunch.
- At the end of the on-stage component, 4-H University participants will be given the opportunity to place their vote for “Fan Favorite.”

### **Awards**

- The individual/team that wins the judging component will receive a \$1,000.00 investment for first place. Second place winners will receive \$500.00, third place winners will receive \$250.00, and fourth and fifth place winners will receive an undetermined award amount.
- The individual/ team that wins the “Fan Favorite” component will receive a \$250.00 investment.
- The same individual/team can win BOTH INVESTMENTS! All competitors should be prepared to wow their judges AND their peers for a chance to take home the whole prize.



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- 4-H University is an important opportunity to learn, lead, and serve-valuable qualities in an entrepreneur. As such, young entrepreneurs are asked to register for the entire experience in order to be eligible for an investment.
- The first place winner will be asked to attend as a guest judge during Gator Pit 2018 (if a team wins, the team will delegate one member to attend as a judge).
- Non-winning competitors who are still age-eligible may compete in future Gator Pit competitions.
- Investments are taxable and will require additional paperwork be submitted to the University of Florida in order to receive payment. This paperwork must be filled out prior to competition or participants will be ineligible to participate.

*For questions about the competition, the awards, or general Gator Pit information, please contact Vanessa Spero at [vspero@ufl.edu](mailto: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://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](http://edis.ifas.ufl.edu/topic_financial_management)
- [sba.gov/teens](http://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>



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- <http://smallbiztrends.com/2014/11/find-a-manufacturer-for-your-product.html>

### *US Patent Office:*

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

### *Creating a budget:*

- <http://edis.ifas.ufl.edu/fy373>
- [http://edis.ifas.ufl.edu/topic\\_budgeting](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](http://www.posterpresentations.com/html/free_poster_templates.html)

