

# RISING STARTERS

## 2019 FACULTY & STAFF GUIDE

### What Is Rising Starters?

The 17 archdiocesan Catholic high schools in the Greater Philadelphia area are challenging students to reach for new heights, develop an idea for a business (profit or not for profit), then pitch to a panel of judges. Each high school will hold individual pitch competitions for its student entrepreneurs. Throughout competition preparation and execution, students will gain skills such as recognizing needs, developing opportunities and moving ideas forward - all crucial skills that students can apply to any field they pursue.

The winning teams/individuals from each school have the opportunity to compete for a **\$2,500** cash prize in a final competition hosted by the Charles D. Close School of Entrepreneurship at Drexel University.



# How Does Rising Starters Work?

## Phase 1: High School Competitions Before March 30th

All 17 archdiocesan Catholic high schools run their own entrepreneurship pitch competition (by March 30<sup>th</sup>) and select one winner (individual or team) to receive private pitch coaching from the Close School of Entrepreneurship (pitch coaching is optional, but recommended) and participate in the next phase of competition to be held at Drexel University (on May 13<sup>th</sup>).

## Phase 2: Drexel University Competition on May 13th

**Round 1:** All 17 competition winners from the archdiocesan Catholic high schools pitch their entrepreneurial ideas to a panel of expert judges. 6 winners are chosen.

**Round 2:** All 6 winners from Round 1 pitch their entrepreneurial ideas with the chance to win one of three cash prizes: \$2,500 (1<sup>st</sup> place), \$1,500 (2<sup>nd</sup> place), and \$1,000 (3<sup>rd</sup> place).



# How Should You Run Your High School's Competition?

## Step 1: Promote Rising Starters

Promote Rising Starters to students. It is recommended that at least one faculty and/or staff member advise interested students on their pitches. It is up to you to determine how you choose the winning individual or team that will represent your school at Drexel University on May 13<sup>th</sup>. If you would like assistance in designing your competition contest, please contact Drexel University's Roger Lee (Program Manager) at [rll62@drexel.edu](mailto:rll62@drexel.edu).

## Step 2: Plan the details in advance

**Hold a meeting with your high school's Rising Starters leaders to plan six important details...**

- **Date** (sometime before March 30, 2019)
- **Time** (sometime during or after school)
- **Location** (somewhere in your high school building)
- **Promotion** (determine how you will get students excited about competing)
- **Registration** (determine how students can register and who is managing the process)
- **Judging** (determine who will serve as judges (3 judges work very well!) and how will they evaluate competitors (see sample rubric below) and ultimately select the one winning entry)

### **Recommended Rubric For Judging Student Pitches: 50 Possible Points**

1. **Description of Problem: Score between 1 (low) and 10 (high) points.**
2. **Description of Solution (Entrepreneurial Idea): Score between 1 (low) and 10 (high) points.**
3. **Target Audience Research and Findings: Score between 1 (low) and 10 (high) points.**
4. **Business Plans (for-profit or non-profit entity, strategy for promotion, sales, and/or fundraising, and management team): Score between 1 (low) and 10 (high) points.**
5. **Presentation Content and Delivery: Score between 1 (low) and 10 (high) points.**

**[Click here to watch a short video on what makes a strong pitch!](#)**

## Step 3: Hold Your Event by March 30th!

## Step 4: Announce Your Winner by April 1st!

Announce your winner (the person or team that will represent your high school at Drexel University's Rising Starters Pitch Competition on May 13<sup>th</sup>) to your students, faculty, staff, and families. E-mail Drexel University's Roger Lee (Program Manager) at [rll62@drexel.edu](mailto:rll62@drexel.edu) with the first and last name(s) and grade(s) (9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, or 12<sup>th</sup>) of your winner no later than April 1<sup>st</sup>. A Drexel Close School staff member will then e-mail you the forms required for school, student, and family participation at the event.