



In cooperation with **FBLA** and **Kwik Trip**, the Wisconsin Business World staff is excited to host a **virtual MINI Business World Challenge** for **Middle Grade chapters**. This two-part competition will give your chapters a fun and unique project based learning experience that will inspire creativity and innovation as your student teams will collaborate to create a new product that could be launched in the Kwik Trip Convenience stores.

Task:

Students will work in teams to develop a new product idea for the Kwik Trip Convenience stores, and will present a complete marketing and pricing plan for their new product.

Important Dates:

Wednesday, December TBD: Informational Meeting

Join us to learn more about Kwik Trip Innovation Competition and your role in facilitating a fun and educational event for your students.

Friday, January TBD: Conference Launch Party

Live Zoom Event for students and advisors. Join us for a fun icebreaker, a guest speaker and instructions on how to complete your entries into the competition. A live Q&A will be available.

January 15 – February 5: Competition Preparation and Judging

Advisors will break their students into groups of up to three students and will assist as needed to help their students prepare their presentations. A complete competition checklist, details and rubric will be provided to each advisor prior to the start of the competition. This competition is designed to be student run and lead, so as an advisor, your instruction and prep should be minimal.

*Each chapter will be responsible for their own judging. Two teams from each chapter will have the chance to compete at the Middle Level FBLA Event against the other winning teams from across the state. **Students on the winning teams from each chapter will each receive a \$10 gift card.** Information on how to judge will be covered on December 2nd.*

Wednesday, February 10: Videos for State Middle Level FBLA Competition due

Advisors are asked to video the two top presentations from your chapter and to upload them to Wisconsin FBLA no later than February 10. A submission link will be provided at the Launch Party.

Saturday, February 13: FBLA Middle Level State Kwik Trip Innovation Competition

Get ready for a morning of FUN! Students will have a chance to compete against teams from other chapters throughout the state in this high-energy, creative competition. Hear from engaging speakers as we kick off and end the competition in our true FBLA entrepreneurial spirit! All students and advisors are encouraged to attend.