



KeikiCo Contest



Overview

Bring your ideas! Big or small, we'll take them all.

WHAT IS THE KEIKICO CONTEST?

We know your school has talented students with great ideas. American Savings Bank's KeikiCo Contest is a Business Plan competition where your students can showcase their best ideas for a chance to win \$5,000 to \$25,000 for your school! It is an opportunity for students to flex their creative muscles and turn their big ideas into business-worthy plans.

WHO CAN COMPETE?

Students in grades 3 to 12 from private, public and charter schools in Hawaii may create teams of 2 to 5 students each. Teams of 5 are recommended to best evenly distribute the work. Teams will be asked to come up with an innovative product or service and develop a Business Plan with a Video Pitch. There is no limit on the number of teams a school can enter to join the contest.

WHAT ARE THE PRIZES?

- First Place:** \$25,000 to the school of the winning team in each division
NEW! Individual Prizes of \$250-\$500 for Students of First and Second Place teams (max 5 students per team, conditions apply.)
 - Second Place:** \$15,000 to the school of the winning team in each division
 - People's Choice:** \$5,000 to the entry with the highest votes in each division
- Divisions are Elementary (grades 3-5), Middle (grades 6-8) and High School (grades 9-12)

2024 KEY DATES

August 16	FINAL Registration Deadline
August 19	Contest Officially Begins!
Nov. 4 at 5:00 p.m.	Deadline for teams to submit Business Plans, Video Pitch link, and waivers.
Nov. 25 – Dec. 1	People's Choice Voting – Top Video Pitches in each division posted on asbhawaii.com
Dec. 5	Notification to winning schools, announcement of People's Choice winners
Dec. 9-20	Awards ceremonies at schools

More details are available at www.asbhawaii.com/keikico.
Got questions? Contact us at keikico@asbhawaii.com!