



BUSINESS: A FORCE FOR GOOD

KWIK TRIP AND WISCONSIN BUSINESS WORLD PRESENT THE SPRING 2024 STATEWIDE BUSINESS INNOVATION COMPETITION

WHO CAN ENTER: Students in grades 6-12. You may choose to enter individually, or in a group of no more than three students.

TASK: Create a new product idea for the Kwik Trip Convenience Stores.

DEADLINE: June 5, 2024 – 11:59 PM.

PRIZE: The top three winning entries will each receive a \$500 cash prize.
If you enter as a group your prize will be split evenly among your entire group.

INNOVATION → CHANGE → OPPORTUNITY → SUCCESS

In order to **grow** and **thrive**, businesses need to constantly be **thinking two steps ahead** of today.
*What **changes** are happening in their industry? What do their customers **want**? How can they **improve** their business processes and procedures? How can they **create a need**?*

The Wisconsin-based Kwik Trip Corporation is a terrific example of the importance of innovation. A leader in vertical integration, manufacturing and customer care, Kwik Trip has graciously partnered with the Wisconsin Business World Program to present our bi-annual Statewide Classroom Innovation Competition.

PROJECT DETAILS AND SUBMISSION REQUIREMENTS:

SUBMIT YOUR ENTRY:

www.wmcfoundation.org/wisconsin-business-world/statewide-competitions/

- 1) Watch the Kwik Trip Innovation video and submit your answers to the following questions:
 - a) What are some Kwik Trip innovations you see in the video?
 - b) Who was the celebrity endorser of the new Fresh Blends Smoothie Machine?
 - c) Why is innovation important to the overall success of a business and to the satisfaction of its customers?
- 2) Upload a creative presentation featuring your new Kwik Trip product idea explaining why Kwik Trip should put it in their stores and why guests will purchase your idea. Pay close attention to and explain your target market, price point and marketing ideas in your presentation. Your project may be formatted in the manner that best showcases your ideas. Some examples include: video essays, video commercials, written essays (no longer than 1,000 words), a recorded sales pitch, a sales and marketing plan, or any combination of all or any of these ideas. Be creative in your presentations. **And most of all, have fun INNOVATING!**
- 3) All entries must be submitted with provided release form signed by a legal parent or guardian of all participating students, including each student of a group.

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Questions should be directed to [Michelle Grajkowski](mailto:mgrajkowski@wmc.org), Senior Director, Wisconsin Business World
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