

# BUSINESS HORIZONS

## VOLUNTEER OPPORTUNITIES

July 16-20 | Drake University, Des Moines

### INDUSTRY ADVISORS

**WHO:** Business professionals from various fields.

**DESCRIPTION:** Industry Advisors are the pilots of the Business Horizons program. These volunteers guide and mentor each Industry (10-12 students) through five days of team-building activities, competition preparation, the development of their product/business and more. Advisors support their team as they navigate their way through a series of challenges while fostering a positive, encouraging team environment.

The Business Horizons Industry Advisor position is an excellent professional development opportunity. At least **two** advisors are assigned to each team to allow for collaboration and flexibility in scheduling, if needed. All materials and curriculum are provided, as well as a half-day training prior to the program. All meals and housing (if desired) for the week are also provided by the Business Horizons program.

**TIME COMMITMENT:** One half-day training in early July + Full BH Week. Timing below is approximate:

- Sunday, July 16 – 11:00am – 8:30pm
- Monday, July 17 – 8:00am – 8:00pm
- Tuesday, July 18 – 8:00am – 6:00pm
- Wednesday, July 19 – 8:00am – 8:30pm
- Thursday, July 20 – 7:30am – 6:00pm

Advisors are welcome to join evening activities, if desired. Flexibility with schedules may be coordinated with BH Staff and Advisor partner(s). At least one Advisor must be with your student group during program hours.

### HUMAN RESOURCE PROFESSIONALS

**WHO:** Human Resource professionals currently working in any industry

**DESCRIPTION:** Business Horizons seeks to help students prepare for a successful career and the steps needed to reach their goals. During the program, students participate in an activity in which they're divided into breakout rooms with HR volunteers. During this meeting, students and volunteers take part in roundtable discussions about ways that they can best prepare for the next step, regardless of career interest or higher education goals. Questions will be provided on various topics to facilitate engaging discussions.

**TIME COMMITMENT:** Tuesday, July 18; 3:30-5:45pm

### VISITING ENTREPRENEURS

**WHO:** Individuals who currently run a business or service in any industry.

**DESCRIPTION:** Entrepreneurs are invited to visit Business Horizons and spend time with the students to not only share their personal story and expertise, but also to provide feedback and guidance to the students on their Business Horizons projects and investor pitches. This time includes lunch and networking with other volunteers, and a brief, informal presentation to one of our student teams. Entrepreneurs will also be joined by a "marketing consultant."

**TIME COMMITMENT:** Wednesday, July 19; 11:30am-1:45pm (*includes lunch and prep time*)

## MARKETING CONSULTANTS

**WHO:** Professionals in marketing, advertising, web or graphic design, social media, etc.

**DESCRIPTION:** Student teams spend plenty of time on marketing efforts – from trade show table displays and brochures, to logos, business cards, and their team’s infomercial. Marketing consultants are needed to provide extra feedback as students put the finishing touches on their materials and finalize plans for their infomercial to begin filming and editing. They’ll join “visiting entrepreneurs” over lunch, share insight into their role for their respective organization, and spend some time with the industry team providing feedback on their projects.

**TIME COMMITMENT:** Wednesday, July 19; 11:30am-1:45pm (includes lunch and prep time)

## JUDGES

### INVESTOR JUDGES

**WHO:** Professionals in the fields of investment, finance and entrepreneurship.

**DESCRIPTION:** At the end of the week, students prepare and deliver a formal investor presentation as one of their culminating competitions. Their goal is to convince the investor judges that their company will be a good investment based on their critical analysis of the market demand, target audience, and profitability of the venture. Judging criteria follows that of the Business Model Canvas. All judging criteria is reviewed during a brief “training” period prior to judging. Investors are given full permission to ask the tough questions to determine who is worthy of their investment (think “Shark Tank”) and will ultimately determine the winning teams.

**TIME COMMITMENT:** Thursday, July 20; 9:00-11:00am (includes training time)

### INFOMERCIAL JUDGES

**WHO:** Professionals in marketing, advertising, digital media, video production, etc.

**DESCRIPTION:** After completing a media rationale and story board, each industry team will film and edit an infomercial to get the word out about their new product/business. It is the job of our judges to score each team’s infomercial based on creativity, strategy, clarity and overall effectiveness during the live showing on the final day of the program.

**TIME COMMITMENT:** Thursday, July 20, 12:15-2:30pm (includes lunch and training time)

*Would you like to make a positive impact on Iowa high school students? Are you or your company interested in supporting Business Horizons? If so, please contact Jessi McQuerrey, Program Director, at [jmcquerrey@iowaabi.org](mailto:jmcquerrey@iowaabi.org) with interest or to discuss these opportunities further. Thank you for your consideration!*