

The 2005 Entrepreneurship High School Challenge

Presented by Northern Kentucky University's Entrepreneurship Institute

2005 Entrepreneurship High School Challenge
Northern Kentucky University
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The teenaged entrepreneurs of today may just turn out to be the business tycoons of tomorrow.

Recently, thirty-eight area students competed in an event designed to showcase their ideas at the third annual Entrepreneurship High School Challenge sponsored by Northern Kentucky University's Fifth Third Bank Entrepreneurship Institute held on March 23, 2005.

According to Jeff Varrone, Student Coordinator for the Entrepreneurship Institute, the competition provides a unique, real-world opportunity for the young entrepreneurs. "The Entrepreneurship Institute created the competition to give high school kids the chance to demonstrate their ideas in front of real business professionals, which provides a priceless learning experience."

The competition was divided into two divisions: "First Look" for business ideas, and "Emerging" for student-run businesses already in existence. Enterprises ranged from custom-built game tables to gourmet cheesecake.

Students made presentations and set up displays to promote their ventures and research. Local business owners, faculty and NKU students evaluated competitors based on criteria including feasibility, logo, market research and market research and management styles. Top winners then attend *The Young Entrepreneurs Conference & Business Competition*, which is a national competition that is held in Milwaukee, Wisconsin.

The following are the winners from this year's Challenge:

- Xavier Cobb and Jessica Armstrong from the Cincinnati Public Entrepreneurship High School for their bath and body type business, *Beauty Works*
- John Watson from Entrepreneurship High School for his New York style cheesecake, *Jbakerz*
- Evan Denief from Grant County High School for his computer art company, *PixelateFx*
- De'Kylen Jordan and Todd McClinton from Cincinnati Public Entrepreneurship High School for the teen lounge, *T & D Corner Lounge*



Entrepreneurship Challenge Winner takes 2nd place in national conference

Evan Denief, a student at Grant County High School, recently won 2nd place in the **Young Entrepreneur Conference and Business Competition** for his business *PixelateFx*, a computer art company. Evan was given the opportunity to represent his school when he finished first place in the "Emerging" category in the Entrepreneurship Challenge Competition held by the Entrepreneurship Institute at NKU in conjunction with the Collegiate Entrepreneurs Organization (CEO!) club. The event was held in March 2005.