

## The Entrepreneurship High School Challenge

Presented by Northern Kentucky University's Fifth Third Bank Entrepreneurship Institute

### Student Entrepreneurs Shine in NKU Competition

On March 23, 2006 students from Clark Montessori, Cincinnati Public Schools Entrepreneurship High School, and Gallatin County High School competed at Northern Kentucky University's Entrepreneurship High School Challenge. Thirty students made up twelve teams to present their business ideas and compete for prize money.

The Entrepreneurship Challenge is an annual event sponsored by the Entrepreneurship Institute of Northern Kentucky University to promote entrepreneurship at the high school level. This year's teams presented businesses from a variety of different industries including retail, a day-care center, and other service oriented businesses. Students made presentations and setup 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 management styles.

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 winning team of Clearra Robinson and Anthony Mitchell of Clark Montessori won \$750 for their business idea called the *Student Store*. Second place finishers Jamond Foree and Kerry Gordon from Cincinnati Public Schools Entrepreneurship High School won \$300 for their business venture *Quiet Storm Productions*. Third place finishers Sam Osbourne and Stacey Jones from Gallatin County High School won \$150 for their business *Frosting*. Edward Dykes and David Halsell were chosen by their peers for the Student Choice Award for their business idea called *D & E Stylez*.

The Entrepreneurship Institute at NKU offers a variety of programs in entrepreneurship for students to choose from, including a major and a minor in entrepreneurship. The mission of these programs is to maximize learning opportunities for entrepreneurially inclined students and regional businesses.

