

# The 2008 Entrepreneurship High School Challenge

Presented by

The Fifth Third Entrepreneurship Institute and the Center for Economic Education  
at Northern Kentucky University

## Entrepreneurs of Tomorrow Inspire Business Leaders Today

The *Sixth Annual Entrepreneurship High School Challenge* was held on April 17, 2008 at NKU. The Entrepreneurship Institute and the Center for Economic Education teamed up with local high schools to hosts a competition founded on entrepreneurial principles and presentation of ideas. This year twenty-five teams from the region presented their business plans to a panel of judges.

Competing teams work to develop their plans at their local high school. In many cases, internal competitions are conducted ahead of time in order to select the best ideas. The tops teams from each high school go on to compete at the Challenge at Northern Kentucky University. The selection criteria for the winning teams include feasibility, logo, market research, and management styles.

There were a variety of business ideas presented at the 2008 competition – fashion boutique, plastics manufacturing, seafood restaurant to name just a few. In previous years, winners have gone on to place at the national *Young Entrepreneurs Conference and Business Competition* in Milwaukee.

"The Entrepreneurship Challenge at NKU is a fantastic day for high school students", said Katie Jenner, a Ryle High School teacher. "There is definitely an entrepreneurial spirit that comes alive as each student pitches their business idea. Even if a student does not win the competition, the experience they gain in designing, developing, and presenting a business idea is invaluable. It means so much to these students to be given the opportunity to interact with community judges, NKU professors and staff members, as well as students from other schools. This event is something we look forward to every year!"

The NKU Fifth Third Bank Entrepreneurship Institute (EI) and its programs also continue to grow. The program now has a major, minor, certification, specialization and avenues to take many courses online. The EI is a comprehensive resource for students, faculty, and the regional business community that promotes entrepreneurship and teaches the skills necessary to operate entrepreneurially in both start-ups and large, established organizations.

The NKU Center for Economic Education is housed in the College of Business and serves teachers (K-12) in the eight-county Northern Kentucky area. The Center is one of eight centers affiliated with the Kentucky Council on Economic Education. The Center for Economic Education is a non-profit, non-partisan educational organization established to improve the quality and quantity of economic instruction at all grade levels and to promote economic and financial literacy in the community.

To find out how your school can be involved, please contact the Entrepreneurship Institute at 859.572.5931 or visit our website at <http://ei.nku.edu>

