

MAKING A DIFFERENCE



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- Developing Tomorrow's Leaders

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Grand Challenge: Community Vitality

Title: Youth Entrepreneurship Pitch Contest

Why is this issue important?

K-State Research and Extension entrepreneurship programs help youth and adults develop the skills necessary to successfully start and operate businesses that maintain community vitality and economic growth in Kansas. According to the Small Business Association, small business owners employ half of the workers in Kansas.

How did Extension address this issue?

Building off the popularity of the Youth Entrepreneurship Challenge that has been held in Shawnee County for four years, Community Vitality Agent Candis Meerpohl created the Youth Pitch Contest with partners Omni Circle, Shawnee Startups and Robinson Middle School.

The Youth Pitch contest had two learning sessions and then the youth delivered their business pitches in front of judges. The first learning session was "What is a Business Pitch," the second learning session was "Crafting your pitch." Omni circle provided space for the contest and volunteers. Shawnee Startups provided \$1,500 in prize money and Candis delivered the learning sessions and coordinated the contest.

What was the impact?

16 youth from 7th to 12th grade learned about how to create and deliver a business pitch. 15 youth participated in the contest with business ideas ranging from personal coaching to food businesses. The youth created a business or product idea as a part of the pitch. Youth from all over the county participated including Robinson MS Students, Highland Park HS Students, Topeka HS students, Shawnee Heights HS students, Washburn Rural HS students and Rossville MS students.

Success Story:

The judges were impressed by the skills used by the youth in the Pitch Contest. Youth researched their markets, business ideas and how to advertise their business. We will reach out to all participants to participate in the Youth Entrepreneurship Challenge (YEC), a larger entrepreneurship contest in February. YEC has local competitions and advances youth to a state wide competition in Manhattan Kansas in the spring.

