

MAKING A DIFFERENCE



Grand Challenges

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Grand Challenge: Community Vitality

Title: Young Innovators Market Contest

Why is this issue important?

Most local entrepreneurial ecosystem opportunities are for adults. The goal of the Shawnee County youth entrepreneurship contest is to give some learning opportunities to middle school and high school students. Creating an interest level in youth for business ownership can help them see a path to building their own business in our community.

How did Extension address this issue?

Shawnee County Extension with help from Go Topeka and Shawnee Startups hosted the second annual Young Innovators Market Contest on Friday, June 20th. Youth were judged on the following criteria:

- Booth Display
- How youth Engaged with Public
- Pricing
- Ability to complete a sale
- Knowledgeable about their business and product

Prior to the contest the Extension office also hosted two learning sessions to teach youth about the things they would be judged on. Our FCS Agent, Atalie Tompkins also did a food safety lesson for our food businesses.

What was the impact?

Eight youth from across Shawnee County participated in the contest. Their products included wood cutting boards, jewelry, car freshies, stickers and food. The contest was held in conjunction with a Friday

Flick movie night at Every plaza. All the youth were allowed to keep all of their sales while they competed for prize money. First place booth for the contest won \$1000. 2nd \$800, 3rd \$600 and for the first time we had a Network Kansas Rookie prize of \$500.

