

## **Challenge Accepted - Insight Takes on the Midwest High School Pitch Competition**

A brilliant idea + execution + the right pitch could add up to a free year of tuition for one solution oriented Insight team! Dave Gee, UW Whitewater's Entrepreneurship Program Coordinator, recently visited the office to meet our Innovation strand and offer them knowledge and an opportunity.

Students engaged in a guest lecture from Professor Gee on how to make a high school start-up a reality. Funding the startup was the focal point of the class, with students given ten potential options for seeking financial resources.

Once we compared the financial sources and their advantages/drawbacks, we shifted to examples of how students at UWW's College of Business and Economics are given seed money by the program and then have to finance the rest through a network of angel investors. This provided a spark in our classroom, as students were able to see attainable success and how entrepreneurial mindsets could benefit them in the near future.

Dave concluded with a discussion on how an entrepreneurial journey shouldn't be taken as a solo trip and shared practical advice on cultivating mentors, coaches, teachers, and advisors throughout one's career. With a roomful of students who had just concluded their first mentorship meetings, this was the perfect connection for how your network supports you throughout a career.

As a bonus, Mr. Upton and Mr. Gee revealed the details of the [UW-Whitewater Midwest High School Pitch Competition](#). This event for high school students promotes business model development, presentation skills, and innovation as teams are selected to pitch their start-up (ala Shark Tank) to potential investors. Last year, a team of Insight students were one of seven applicants in a field of 68 entries to be selected and this year they look to bring home the top prize: \$3,000 and a year's tuition at UW Whitewater!

Thanks again to Professor Gee for his enthusiasm in fostering innovation within our students and incentivizing them to see their work in class as more than just a grade, but rather a real life opportunity to perform.

