



## **Level Two Inc** Program Goals and Objectives

### **PROJECT: Hendricks County Student Pitch Competition**

The goal of the Hendricks County Student Pitch Competition is to inspire and cultivate the spirit of entrepreneurship among high school students, promoting innovation, creativity, and critical thinking. By providing a platform for young minds to pitch their business ideas, we aim to validate and encourage the use of the design thinking process, fostering a community that supports and nurtures the next generation of visionary leaders. This initiative highlights the valuable education and potential in Hendricks County, empowering students to make a positive impact on their communities and beyond.

In Hendricks County, we recognize that our youth are the future architects of change and progress. We believe that by fostering an entrepreneurial mindset and promoting the design thinking process, we can prepare students to tackle real-world challenges, create innovative solutions, and become leaders in their chosen fields. The Hendricks County Student Pitch Competition is designed to be an exceptional opportunity for high school students to showcase their entrepreneurial prowess, develop essential skills, and compete for scholarships that will support their academic journey.

#### **Inspiring Entrepreneurship:**

The primary objective of the Hendricks County Student Pitch Competition is to inspire entrepreneurship among the young minds in our community. By encouraging students to identify problems, conceptualize solutions, and present their ideas to a panel of judges, we aim to ignite the entrepreneurial spark within them. Participants will learn to think outside the box, take calculated risks, and embrace failure as an essential part of the learning process. This experience will empower students to view challenges as opportunities and become proactive contributors to the growth of our county.

#### **Validating the Design Thinking Process:**

The competition emphasizes the design thinking process as a critical framework for problem-solving and innovation. Students will learn to empathize with the needs of their target audience, define problems, ideate creative solutions, prototype their ideas, and test and refine their concepts. Validating the design thinking process will instill a deep understanding of the importance of user-centered solutions, iteration, and adaptability. As a result, students will be better equipped to tackle complex issues with confidence, resilience, and empathy.

#### **Fostering Collaboration and Mentorship:**

To create a dynamic and enriching experience, the Hendricks County Student Pitch Competition will encourage collaboration among students, educators, and local businesses. Mentors from the entrepreneurial community will be paired with participating students, providing guidance and valuable insights throughout their journey. These connections will not only enrich the students' understanding of entrepreneurship but also promote a



culture of mentorship that extends beyond the competition, forging lasting relationships between the youth and the business community.

### **Highlighting Valuable Education in Hendricks County:**

The competition will showcase the strength of education in Hendricks County by highlighting the talents, skills, and innovative thinking of our high school students. Through their pitches, the participants will demonstrate how the education system in our area nurtures creativity, critical thinking, and problem-solving abilities. This spotlight on the valuable education in Hendricks County will attract attention from potential investors, sponsors, and community partners, further enhancing the resources available to our schools and students.

### **Supporting Students' Academic Aspirations:**

The Hendricks County Student Pitch Competition will not only be a platform to celebrate creativity and entrepreneurship but also offer tangible support for students' academic aspirations. Scholarships will be awarded to the winners, empowering them to pursue higher education, including degrees in entrepreneurship or other fields relevant to their innovative business ideas. This financial support will alleviate some of the barriers that students face in accessing quality education and enable them to realize their full potential.

### **Program Funding**

The Hendricks County Student Pitch Competition aspires to become a catalyst for change, innovation, and personal growth. By inspiring entrepreneurship, validating the design thinking process, and highlighting the valuable education in our area, we will empower the youth of Hendricks County to embrace their potential as visionary leaders, problem solvers, and changemakers. Through this initiative, we seek to create a brighter, more prosperous future for our county and beyond, driven by the passion and brilliance of our young entrepreneurs.

Grant funds will play a pivotal role in expanding the reach and impact of the Hendricks County Student Pitch Competition. A substantial portion of grant funding will be dedicated to increasing the top prize to a \$5,000 cash scholarship in addition to a \$500 crowd favorite award. By elevating the scholarship value, we seek to incentivize more students to participate in the competition, as it will serve as a powerful encouragement for their entrepreneurial pursuits and academic aspirations. The larger scholarship amount will attract highly motivated and talented students, fostering a competitive and inspiring environment that will drive creativity and innovation among all participants. The enhanced top prize will have a profound impact on the journey of the winning student, providing them with greater financial support for pursuing higher education or investing in their entrepreneurial ventures. This will not only encourage more students to participate but also ensure that the competition remains accessible and inclusive to individuals from diverse socio-economic backgrounds. By making a substantial investment in the top prize, we aim to create a lasting impact on the lives of the young entrepreneurs, inspiring them to pursue their dreams with determination and resilience.



A portion of grant funding will also be allocated to promoting the competition to a wider audience, including area public schools, private schools, and homeschool collaboratives. This outreach effort will involve the creation and distribution of printed materials and a compelling promotional video, which will be instrumental in engaging potential participants, educators, and community partners. Materials will outline the competition's objectives, benefits, and participation details, inspiring students to take part in this transformative experience. By targeting various educational settings, we aim to create a diverse pool of participants, ensuring that all talented young minds have the opportunity to showcase their innovative ideas.

The utilization of grant funds to promote the Hendricks County Student Pitch Competition and enhance the top prize will be a transformative step towards fostering a thriving culture of entrepreneurship and design thinking in our community. Through targeted outreach, engaging printed materials, and a compelling promotional video, we will inspire a wider pool of students to participate, tapping into their creativity and innovative potential. Moreover, the increased top prize of a \$5,000 cash scholarship will amplify the competition's impact on the winners' academic journey and entrepreneurial endeavors, empowering them to become leaders and change-makers in Hendricks County and beyond. Together, with the generous support of this grant, we will create a lasting legacy of innovation, education, and empowerment for the youth of our community.