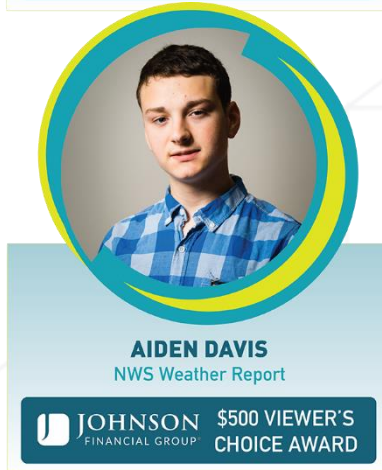


Announcing the JA Young Entrepreneur Winner and Viewer's Choice Award!



Aidan Liu from Brookfield Central High School in Brookfield, WI is Wisconsin's 2025 Young Entrepreneur champion chosen from among the best and brightest teen entrepreneurs in Wisconsin. Aidan was chosen from among four finalists from across the state as the winner of a \$5,000 scholarship and promotional accolades for his winning business. Aidan's business is the Let's Skate Foundation which increases the accessibility of speed skating events with affordable training sessions.



The crowd favorite, Aiden Davis from Whitefish Bay High School from Whitefish Bay, WI is also a winner, taking home the Viewer's Choice Award after racking up the most online votes from March 14-16. He is a winner of a \$500 award sponsored by Johnson Financial Group. Aiden's business is NWS Weather Report, an optimized mobile app using data from National Weather Services. Congratulations, Aiden!

JA's Young Entrepreneur (YE) competition is for Wisconsin teens who have successfully turned a business idea into a reality in the form of a fully operational commercial enterprise. In the annual "Shark Tank" style event, students are selected to pitch their businesses live to a panel of local celebrity judges for a chance to win cash prizes, business recognition and the chance to compete against other top-tier teen entrepreneurs from across Wisconsin.

Winners are chosen based on business success, growth potential, and social involvement. Other considerations include the entrepreneur's age when the business was started, strategic direction, innovation, personal integrity, leadership, and any special challenges the young entrepreneur had to overcome.