

Entrepreneurs Invited to Compete for \$5,000 Scholarship



Teen entrepreneurs from across Wisconsin are invited to compete for a \$5,000 scholarship prize as part of the annual JA of Wisconsin Young Entrepreneur (YE) Competition to be held February 21, 2025, in Milwaukee. Wisconsin teens in grades 9-12 who have run their business since January 2024 or earlier are eligible to apply.

In this “Shark Tank” style competition, four finalists are selected to pitch their businesses to a panel of celebrity judges for a chance to win the \$5,000 top prize. This year’s competition will be judged by Craig Culver of Wisconsin’s own Culvers chain of restaurants, Jim Popp of Johnson Financial Group, Denise Thomas of The Effective Communications Coach, and Wes Saber of Haribo. Three other finalists will be awarded \$1,500 scholarship awards.

The annual competition spotlights Wisconsin youth who have successfully turned a business idea into a fully operational commercial enterprise. The YE competition winner will be chosen based on business success, growth potential, and social involvement. Other considerations will be 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.

If you are a teen in grades 9-12, or know of one, who started their own business, visit or share the [Junior Achievement of Wisconsin website](#) to learn more or sign up to compete. To be considered for the 2024 competition, students must submit a completed application, head shot, video pitching the student’s business, a signed media release, and permission slip signed by a parent or guardian if the entrepreneur is under 18 years of age. The application deadline is midnight on Monday, January 6, 2025, at 11:59 PM CST.