

TRUST YOUR
CRAZY IDEAS

CHALLENGETM
 Inspiring the Next Generation of Entrepreneurs

The Challenge inspires students to dream of starting their own business through the following steps:

- Students participate in JA Be Entrepreneurial, a six lesson program that guides students through the elements of a business plan.
- Students develop a business solution that will make a difference in their community or answer a need in the marketplace.
- Students submit their business plans for the first round of judging of The Challenge and semi-finalists are chosen.
- Once chosen, a press conference with Drew Brees and the Brees Dream Foundation is held at the JA facility to present the teams to the public.
- The semi-finalists then participate in the JA Idea Accelerator workshop series held at Junior Achievement. During this 8 week intensive workshop series, students will meet mentors, discuss the fundamentals of business, and learn the art of the pitch.
- The Challenge culminates in The Pitch Party, a shark-tank inspired pitch competition. The Challenge winner from Greater New Orleans will be announced live at a New Orleans Pelicans Game.
- Challenge winners from New Orleans, Baton Rouge, Shreveport and Monroe will compete at New Orleans Entrepreneur Week (NOEW), presented by The Idea Village where the State winner will be announced.

The Trust Your Crazy Ideas Challenge is a high school entrepreneurial program that inspires students to dream of starting their own business and gives them the tools to take it into the future.

Trust Your Crazy Ideas Challenge is going statewide.

We are excited to announce that JA offices in Baton Rouge and Northern Louisiana will be piloting programs across the state. Challenge winners from New Orleans, Baton Rouge, Shreveport and Monroe will present their pitches to compete at New Orleans Entrepreneur Week (NOEW), presented by The Idea Village. The state winner will take home a suite of prizes as well as earn the title of Trust Your Crazy Ideas Challenge State Champion.

Partnerships:

Students will network with local entrepreneurs through The Idea Village and Propeller. Operation Spark will host a workshop to help students make a website for their product. Delgado's Fab Lab will help students create a prototype of their products.



The Brees Dream Foundation and Greater New Orleans have partnered to help high school students turn their big ideas into reality with the Trust Your Crazy Ideas Challenge.

The winner will receive \$10,000 for continuing education. The winner's school will receive \$5,000 for supporting its student's entrepreneurial spirit. The three runners-up will each receive \$2,500 in continuing education support and their schools will each receive \$2,500.

