

KNOWLEDGE@WHARTON HIGH SCHOOL ENTREPRENEURSHIP COMPETITION

We would like your team to create a product and strategy that will encourage students and teachers to use the KWHS website. Your team will need to create innovative products, such as unique advertisements, imaginative videos and informative marketing presentations. You also need to develop a strategy to disseminate your products, which may include both traditional and social media.



PRIZES WHO WHAT WHEN HOW BENEFITS

- iPads for the grand prize winning team (see the Guidebook for details)!
- There will be one grand prize winning team per district or organization and one winning team from each participating school
- Visit <http://kwhs.wharton.upenn.edu/competitions> for more details
- High school students of all grade levels are eligible to participate
- Not limited to students interested in business, all students are encouraged to participate
- Create and implement an innovative product and strategy for KWHS
- Refer to the online Guidebook for additional details
- January 23rd: Registration opens
- February 13th: The competition begins!
- March 23rd: End of the competition
- March 30th: Winners announced at: <http://kwhs.wharton.upenn.edu/competitions>
- Register your team now at: <http://kwhs.wharton.upenn.edu/competitions/>
- Watch this video to learn more: <http://kwhs.wharton.upenn.edu/competitions/>
- Learn skills relevant to all professions and educational tracks
- Enhance your college and scholarship applications by building your resume
- Gain hands-on experience in entrepreneurship, marketing, and much more
- Develop and apply critical thinking and reading skills throughout the competition