

The first Utah Afterschool Network's Young Entrepreneur Pitch Challenge announced the winners for the summer competition on August 14th.

Students from all over Utah in grades K-12 competed by pitching their new business ideas. The competition is managed by the [Utah Afterschool Network](#) and the [Young Entrepreneur Institute](#) and made possible by the Charles Stewart Mott Foundation.

The Pitch Challenge teaches essential workforce readiness skills and helps participants develop a mindset for 21st century careers whether or not they become an entrepreneur. It is a simple set of activities which help kids learn creativity, problem solving, critical thinking, and presentation skills.

"We want the kids to find jobs and help them embrace their authenticity. I have learned I just need to facilitate more and be open minded when teaching about entrepreneurship. We set the stage and our kids ran with the program." Lindly Fernandez, Young Parent Prevention & Jobs Work Educator for Fathers & Families Coalition of Utah

The top applicants competed with ideas which ranged from new apps to makeup products, clubs to inventions. Each student created a 60-90 second video that showcased their business idea. Judges from around the state critiqued the submissions based on their creativity, persuasiveness, and overall presentation quality. Winners were chosen from each of the three age group categories: K-4, 5-8, and 9-12.

"Our collaboration with the Young Entrepreneur Institute and Charles S. Mott Foundation has allowed us to facilitate the Pitch Challenge. We have learned during this pandemic just how much grit and resiliency our youth have; they are innovative, clever, and creative. We can't wait to see some of these ideas come alive!" Kelly Riding, Executive Director of the Utah Afterschool Network.

Pitch Challenge Winners

Below are the winners for each of the three age groups.

Kindergarten - Fourth Grade:

- **1st Place: Rosie, Magic Crystal Club.** The Magic Crystal Club is a new program for kids to discover the magical properties of crystals and to collaborate with their fellow students.
- **2nd Place: Kahlil, Merge App.** The Merge App is an app that can merge two of your favorite video games together to create new levels that incorporate the best parts of each game.
- **3rd Place: Hazel, Critters R Cool.** Critters R Cool is a new video game that emphasizes adventure, creative skills, and geometry to enable kids to have a good time while they learn.



Fifth Grade - Eighth Grade:

- **1st Place: Daisy, Marble.** Marble is a new app that allows you to create coloring pages to share with friends on the app, or to print out for yourself to color.
- **2nd Place: Elisha, BikeBank.** BikeBank is an app that rewards users for their riding and active behavior through points and prizes.
- **3rd Place: Zoey, Plant Starter.** Plant Starter is a business that sells different starts of fun household plants in a variety of containers and sizes.

Ninth Grade - Twelfth Grade:

- **1st Place: Reilley, V-Build.** V-Build is a virtual app which helps with moving, building, and virtual designing. This app gives you professional help to get assembling done in a timely manner.
- **2nd Place: Andrew, Plastigon.** Plastigon provides a new material for building roads to decrease the amount of construction done each year.
- **3rd Place: Sebastian, Game Achievers.** Game Achievers is an app that allows you to earn points by playing your favorite games. Players who earn enough points can receive prizes and rewards.

Find more about the pitch challenge, winning videos, and the Utah Afterschool Network at <http://utahafterschool.org/pitchchallenge> or emailing kearsar@utahafterschool.org. The next pitch challenge will run during the 2020-2021 school year.

