



>>> Prizes

First Place: \$3,000
\$1,000 for student team, plus
\$1,000 for your high school
\$1,000 scholarship to Kuyper

Second Place: \$1,500
\$500 for student team, plus
\$500 for your high school
\$500 scholarship to Kuyper

Third Place: \$750
\$250 for student team, plus
\$250 for your high school
\$250 scholarship to Kuyper

Details

Eligibility: The contest is open to teams made up of 1 to 4 students currently enrolled in high school.

Help: Kuyper College Professors and Kuyper College Business Leadership students will mentor all teams who enter on how to develop a business idea.

Application: Must be completed by March 22, 2021

Contest: Will be held online April 22, 2021 at 7:00 P.M.

The Triple Bottom Line **BUSINESS IDEA** **Contest**

Designed to expand your view of business, the contest will show you how businesses can move from a single bottom line—profit; to a triple bottom line based on:

1. **People:** Building a better community through positively impacting the people who interact with the business.
2. **Planet:** Improving the environment through a healthy and responsible use of resources.
3. **Profit:** Improving profits to grow the business and enrich the lives of its employees.

Our purpose at Kuyper is to inspire students to consider a future using business skills to make the world a better place. Through the Triple Bottom Line perspective of business, students will learn how business can improve their community, their state, the country, and even the world.

Register today! >>> [Kuyper.edu/contest](https://kuyper.edu/contest)

KUYPER  COLLEGE

3333 East Beltline Ave NE, Grand Rapids, MI 49525