



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.

»»» 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.

Register today! »»» Kuyper.edu/contest