



Winners Announced for NFTE World Series of Innovation, Presented by Microsoft

Innovative Teens from Silver Spring, MD, Toronto, ON, Miami, FL, Windsor, CT and Stamford, CT Awarded Over \$20,000 in Cash and Prizes for New Business Ideas

NEW YORK – Nov. 21, 2011 – The Network for Teaching Entrepreneurship (NFTE), an international non-profit organization dedicated to inspiring young people from low-income communities to stay in school and to recognize business opportunities, today announced the winners of the 2011 World Series of Innovation, presented by Microsoft. The competition challenged teams of students worldwide to devise innovative products and services that address everyday opportunities in six categories. Categories included “Mobile Game Design,” “Mobile App Design,” “Innovative Beverage,” “New Franchise Idea,” “Sustainable Style” and “College and Career Readiness.” Winners were chosen by the general public with over 40,000 online votes cast, and include:

- **iWheelDrive, Springbrook High School, Silver Spring, MD** for the “Mobile Game” and **Pocket Locker, St. Clement’s School, Toronto, ON** for the “Mobile App” design categories, both sponsored by **Microsoft**.
- **Gin Tropic, Pathways to Technology, Windsor, CT** for the “Innovative Beverage” category, sponsored by **The Coca-Cola Company**.
- **Rose-Ay’s Transformers, Academy of Information Technology & Engineering, Stamford, CT** for the “Sustainable Style” category, sponsored by **JCPenney**.
- **300 Calories or Less, Miami Edison Senior High School, Miami, FL** for the “New Franchise Idea” category, sponsored by **Franchise Source Brands International**.
- **E-PRIDE, Miami Edison Senior High School, Miami, FL** for the “College and Career Readiness” category, issued by in cooperation with the **U.S. Department of Education**.

“We are proud to extend NFTE’s message of the power of entrepreneurship education and the importance of innovation by challenging and awarding these extraordinary winners,” said Amy Rosen, President and CEO of NFTE. “We look forward to possibly seeing these exciting businesses come to life, and to providing ongoing encouragement to young people around the globe to pursue the endless entrepreneurial opportunities that lie before them.”

The competition, a featured event for the 2011 Global Entrepreneurship Week (Nov. 14-20), featured groups of five or more students competing in up to six innovation challenges by creating a new, unique or innovative product or service to address that market niche. Teams showcased how their product or service will impact people’s daily lives and how they will market their innovations. Submissions consisted of a description of their entry, a marketing pitch for the product or service, a customer profile and a 30-second commercial.

NFTE was proud to have **Microsoft** as the presenting sponsor of the World Series of Innovation and sponsor of the “Mobile Game” and “Mobile App” design categories, challenging students to create mobile phone apps and games that raise awareness and provide solutions for common student and school issues. Microsoft and NFTE will now work to find a development partner to assist the winning teams in bringing their ideas to market.

The classroom of each winning team receives a grant of \$2,500 from the sponsors and NFTE and an Xbox Kinect from Microsoft. The students on each winning team also received prize packages from their categories’ sponsors, such as a mobile device from Microsoft, \$2,000 in gift cards from JCPenney, \$1,000 in gift cards from Coca-Cola, and finally, NFTE will work to arrange for a representative from the U.S. Department of Education to come and visit the winners in person to discuss their idea for College and Career Readiness.

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For more information, visit www.nfte.com/innovation.

About the Network for Teaching Entrepreneurship

Too many young people today drop out of school and struggle to break the cycle of poverty. Since 1987, the Network for Teaching Entrepreneurship (NFTE) has been inspiring young people to pursue educational opportunities, start their own businesses, and succeed in life. By providing entrepreneurship education programs relevant to the real world, NFTE empowers students to own their educations in and out of the classroom and to find their own path to success. Hundreds of thousands of students have discovered opportunity all around them through entrepreneurship via thousands of certified educators worldwide. NFTE supports active programs in 18 states and 10 countries around the world. Entrepreneurs are a powerful driver of economic growth and NFTE sows the seeds of innovation in students worldwide. For more information, visit www.nfte.com.

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