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The Idea Center at MDC launches \$50K Innovation Prize competition

The Idea Center at Miami Dade College announces a \$50K Innovation Prize from the Veronica and Gaston Taratuta Foundation. It is an exciting entrepreneurship competition open to all MDC students and recent alumni, within last three years, who have innovative business solutions.

The winners will share in the \$50,000 in prize money with a potential for up to \$250,000 in follow-on investment. In addition to the funds, the Idea Center will support entrepreneurs to develop their ideas through educational workshops and mentorship.

The Idea Center is looking for entrepreneurs and innovators who can bring fresh ideas forward to solve critical problems affecting lives in our community. Their business should have a direct positive impact on the community while demonstrating the potential for business growth and sustainability. Some areas of focus can include tackling climate change, income inequality and poverty, public transportation, housing or healthcare. There are no restrictions to the type of problem being addressed, however, applicants should demonstrate their business solutions to be repeatable and scalable.

Four prizes will be awarded in two categories: start-up and existing business. One first place award for \$25,000 and a runner-up \$15,000 prize will be awarded for existing businesses and two for \$5,000 each for startups. Winners will receive a complimentary branding strategy session with an industry expert, a featured page on The Idea Center website to profile the problems they are tackling and their proposed solution and enrollment at no cost into any Idea Center workshops and program for 2018. Winners will also be featured in The Idea Center newsletter and the *Refresh Miami* blog.

To apply, those interested must complete a registration form at <http://theideacenter.co/solutions/>, which also consists of a video submission. The form must answer the following two questions: What is the problem that you are trying to solve or need that you would like to satisfy? Why is your approach innovative? The one-minute video should include a detailed explanation of your solution and highlight its three key benefits, and examples, stats, or facts that support its impact and uniqueness. The deadline to apply is December 15.

-Submitted by Miami Dade College

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