

FAQS

Does the idea need to be innovative (something that never existed before)?

Not at all, although innovation is an evaluation criteria, some ideas explore an existing opportunity rather than discovering or inventing something new. Starting a regular bakery in a small town is a good example.

Can non-Bradley students participate?

Yes, non-Bradley students may join a team that includes at least one Bradley student.

Is the prize money cash, in-kind, or tuition discount?

This is cash. The check goes straight to your hand.

Do I need to execute the idea if I win the money?

No, but we can help you to move forward with the idea to turn it into reality if you want.

Does the participation count as extra-credit for my classes?

It depends on your instructor. We ask faculty to offer Brave Pitch as an extra credit assignment, but it's up to them. Talk to your instructor in advance.

What if someone steals my idea?

Your idea will be shared with the judges and the Turner School staff only. If you are one of the winners, before the announcement we will ask for your authorization to disclose the video. You are free to say no, but we know the best entrepreneurs are not afraid of opening up their ideas because they know they can't keep the secret and develop the whole thing by themselves. Successful entrepreneurs always work with others to develop their ideas. Talk to us if you want some guidance on this.

Who are the judges?

Bradley community members serve as judges, including a mix of Department Chairs, Directors, Faculty and Staff from a variety of Colleges and Bradley offices.

Are there any directions about how to record this video?

There are no restrictions or prescribed formats. You can simply point your phone camera at yourself / your team and describe your idea. REMEMBER the time limit: at least 1 minute long and no more than 3 minutes. If you need help, come to our Ideation Session on Sep 30th at any time between 1 and 3 pm at Westlake Hall 116

Who is organizing the Brave Pitch?

The Turner School of Entrepreneurship and Innovation, an independent school at Bradley, developed the Brave Pitch as part of its mission to *facilitate learning adventures to conquer challenges with innovative thinking and ingenuity*. Contact us to Dream, Design, and Develop your ideas.