

WIN A 4-YEAR FULL-TUITION SCHOLARSHIP

TO



RIDER
UNIVERSITY

Rider University's College of Business Administration's
Center for Entrepreneurial Studies presents:

THE NORM BRODSKY IDEA/BUSINESS CONCEPT COMPETITION

Win a 4-year, full-tuition scholarship to Rider!

1. Write a 400 word
description of an idea
or business concept

2. Submit your idea
at [www.rider.edu/
BrodskyCompetition](http://www.rider.edu/BrodskyCompetition)

3. Finalists will
present to a
panel of judges

personification of the word
"entrepreneur", Norm Brodsky '64
launched eight successful businesses
before he began sharing his strategies
as the author of the popular Street
Smarts column in *Inc. Magazine*.

Brodsky is also the author of the book,
*Knack: How Street Smart
Entrepreneurs Learn How to Handle
Whatever Comes Up*. Norm and his
wife Elaine enjoy sharing their expertise
in mentoring business owners as well
as entrepreneurial students.

WHO IS ELIGIBLE:
High school seniors,
juniors and sophomores

HOW TO APPLY:
[www.rider.edu/
BrodskyCompetition](http://www.rider.edu/BrodskyCompetition)

WINNER SELECTION:
The top five entries in each
division will be invited to present
their business concepts at Rider
before a panel of world-class
entrepreneurs.

TOP PRIZE:
SENIORS
1st Place: 4-year, full-tuition
scholarship*, plaque and a trophy
for your high school

TOP PRIZE:
SOPHOMORES/JUNIORS
1st Place: \$750, plaque and a
trophy for your high school,
automatic entrance to the finals
when you're a senior*

ENTRY DEADLINE:
November 19, 2018

FINALS:
January 17, 2019

QUESTIONS?
Dr. Lee J. Zane
lzane@rider.edu
609-895-5468

*For details and other conditions: www.rider.edu/BrodskyCompetition