

**NFTE World Series of Innovation (#WSI), presented by Microsoft,  
Calls All Young Innovators from around the Globe to Address Real World  
Issues and to Compete for up to \$10,000 in Cash and Prizes**

***Innovation Days to Launch Worldwide in September***

**NEW YORK – Sept. 9, 2013** – As the school year gets underway, the global non-profit [Network for Teaching Entrepreneurship \(NFTE\)](http://www.nfte.com) kicks off its annual World Series of Innovation (#WSI), presented by Microsoft, and invites teams of young people around the world to think creatively and invent new products or services that address every-day opportunities. Contending student teams are encouraged to submit, in English, their unique idea and 60-second commercial, in one of the ten challenges set forth by sponsoring companies, for a chance at winning up to \$10,000 in cash and prizes at <http://innovation.nfte.com>.

As a featured event of Global Entrepreneurship Week (Nov. 18-24) ([www.gewusa.org](http://www.gewusa.org)), the World Series of Innovation extends NFTE's message of the power of entrepreneurship by challenging teams of young innovators to devise groundbreaking products and services targeted at specific market opportunities. Participants will be supplied with a World Series of Innovation toolkit based on NFTE's award-winning entrepreneurship curriculum to assist in the completion of their submissions.

"NFTE has been paving the way in experiential education, in and out of the classrooms, by sparking innovation and entrepreneurship for over 25 years and the World Series of Innovation is a key platform that amplifies our reach to even more young people around the globe," said Amy Rosen, President and CEO of NFTE. "We are especially proud to have Microsoft as our presenting sponsor and to be working with an incredible list of challenge sponsors this year."

As the presenting sponsor of the World Series of Innovation, **Microsoft** is issuing challenges for students to create tablet/smartphone apps and games that raise awareness and provide solutions for common student and school issues.

"Microsoft shares in NFTE's commitment to empower our youth to dream big and realize their full potential and it is through this program we see students thinking about how they can contribute to making their communities stronger," said Anthony Salcito, Vice President, Worldwide Education, Microsoft Corp. "We are eager to see the tablet/smartphone app and game design ideas students will come up with to help advance education. The World Series of Innovation is more than a competition but a real life experience that these students can leverage to kick start a career and transform their ideas into reality."

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**Challenge Categories include:**

**Howard G. Buffett Foundation's 40 Chances Initiative:** 4 Challenges around Food & Nutrition Solutions

**Coca-Cola/ VEB (venturing & emerging brands):** Sparkling Beverage Marketing Plan

**Pitney Bowes Foundation:** Literacy Game or App

**SAP:** Technology Sports Challenge

**International Federation of Red Cross & Red Crescent Societies:** Community Committed & Job Fit

**NFTE in support of the Global Agenda Council on Youth Unemployment of the World Economic Forum:** Replicable Business Design

Additionally, NFTE in partnership with Microsoft, the Howard G. Buffett Foundation, the Pitney Bowes Foundation and SAP, will be launching regional Innovation Day events in many major U.S. cities where students, teachers and volunteers will use the curriculum and innovation toolkit to select a challenge category, brainstorm ideas and work to complete the World Series of Innovation submission in one day. To find an Innovation Day near you or host your own, visit: <http://innovation.nfte.com>.

WSI Submissions are due on October 18<sup>th</sup>, after which the sponsors will select the top 3 ideas in each challenge category. From November 11-24<sup>th</sup>, the general public will be asked to vote online for their favorite finalists in each category to determine the winning entries. Winners will be announced immediately following Global Entrepreneurship Week on Nov. 25<sup>th</sup>. *The winning students and their sponsoring classrooms, schools or youth groups will receive cash and prize packages of up to \$10,000 from the sponsors and NFTE.*

For more information, visit <http://innovation.nfte.com>.

**Network for Teaching Entrepreneurship**

Too many young people today drop out of school, cannot find good jobs, 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 nineteen U.S. locations and

thirteen countries around the world. Entrepreneurs are a powerful driver of economic growth and NFTE sows the seeds of innovation in students worldwide. To learn more, visit [www.nfte.com](http://www.nfte.com), like us on Facebook at [facebook.com/NFTE](https://facebook.com/NFTE) or follow us on Twitter at [@NFTE](https://twitter.com/NFTE).

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