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STATE REPRESENTATIVE • 60TH ASSEMBLY DISTRICT

FOR IMMEDIATE RELEASE
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Representative Rob Brooks Introduces Bill Expanding Entrepreneurship Opportunities for Students

Madison, WI—Today, Representative Rob Brooks (R-Saukville) released LRB 4113 relating to establishing a business idea generation program with the University of Wisconsin-Extension and making an appropriation.

The Wisconsin Big Idea Tournament was established in 2013 to help extend the entrepreneurial ecosystem to younger students with a goal of improving the overall quality of business startup performance and enhance youth entrepreneurship in the state. WBIT, as it is herein referred, is not a business plan competition, but rather a business idea competition based on a new way of thinking about the entrepreneurial process and business concept development.

“Wisconsin needs to build an entrepreneurial ecosystem for young people to complement our more traditional and stable industries of agriculture and manufacturing. WBIT will serve to create a framework to increase high school and college students’ participation in Wisconsin’s entrepreneurship landscape,” said Representative Rob Brooks.

The goal of this legislation is to establish a statewide training/education system to deliver lean startup methodology and a competitive tournament to activate the energy of young entrepreneurs. This expanded model is expected to have a dramatic impact on the number of new business startups and the quality of entrepreneurial resources available to young, aspiring business owners.

“LRB 4113 is an important, much-needed bill that promotes entrepreneurialism and business development among the next generation of Wisconsinites. If legislators are serious about retaining Wisconsin’s best and brightest students and ensuring that they create jobs in the Badger State, it is imperative that we expand the WBIT,” opined Representative Rob Brooks

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