

THE NEXT WAVE CHALLENGE 2025

The Winston Center for Leadership and Ethics engages students, faculty, staff, and alumni in the intellectual exploration of leadership and ethics in business and society.

Description:

The Winston Center invites undergraduate students at Boston College to submit their original ideas or projects. Participants will engage in a three stage competition that includes idea submission, market research and validation, and a final pitch incorporating a fusion element. The competition is designed to challenge students to demonstrate creativity, critical thinking and innovation under pressure, with a cash prize of \$1500 for the winning team.

Eligibility:

All BC undergraduate students are welcome to submit an application. Students are required to form a team of 3 to 5 members to participate in the competition.

Application Procedures:

- In **Round 1**, the groups must submit a brief description of their original project or idea, explaining its purpose, target audience and why it is important for the world. Include how the idea can potentially make an impact, or solve a problem. A personal statement explaining the participation in the competition, inspiration behind the idea and how the competition aligns with personal or professional goals would be a plus.
- In **Round 2**, market research and validation will be conducted by the group. Data will be gathered through surveys, interviews and any other means. The findings will be analyzed to validate the market need and demonstrate the idea's future potential.
- In **Round 3**, a fusion element will be given to the group on spot. The element will need to be incorporated into the existing idea and a revamped presentation will be prepared in a 90-minute time frame. The final concept will be presented to the judges.

Deadline:

Application materials for the first round should be submitted via email to winston.center@bc.edu by April 4th.

For any questions, please contact Priya Gandham at gandham@bc.edu