At Lake Forest College, students are encouraged to think differently about the world. ENTP, the Entrepreneurship and Innovation minor, provides students with the tools to become entrepreneurs and innovators. Through our Venture Design Challenge, students get hands-on experience and the opportunity to bring their ideas to life. Here are a few of our outstanding student ventures:

**A Amaryllis**
- **In Brief:** A social impact venture, founded by three ENTP juniors.
- **Track:** Business Venture
- **Mission:** A Amaryllis is a Glamour as a Service venture, founded by three ENTP juniors. The cosmetics market is a $759 billion industry and growing, according to Statista. Yet very few women (or men) have access to the proper training, correct tools, or personalized assistance when choosing or applying their makeup. Enter A Amaryllis, a Glamour as a Service venture, founded by three ENTP juniors.

**Join us on Saturday, April 23 at 2:00 pm for the final pitch!**

At the final pitch, students will demonstrate their minimal viable product and pitch to a panel of judges and potential investors. The finalists will compete for $10,000 in funding. Both the semi-finals and finals will be held in our brand-new Oppenheimer Center for Entrepreneurship and Innovation.

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