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Building a successful team, acquiring and cultivating customers, and asking for help. This isn’t simply an academic exercise. We know intentionally identifying a personal purpose for launching a business will keep them motivated through challenges and failures. For example, the dysfunctional belief that failure and innovation are positively correlated. This helps take some of the emotion and pain out of the experience. With this mindset, failure and innovation are positively correlated.

We help our students make the connection that achieving success means trying more and failing more than other people, but rather because they DO MORE and TRY MORE than other people. They succeed because they try more, fail more, and recover more than other people. Their ultimate “stroke of genius” doesn’t come about because they succeed more than other people, but rather because they fail more than other people, and they don’t accept failure as a sign to give up, but rather as a sign to reflect, recover, and try again.

One way we do this is by identifying and reframing dysfunctional beliefs that hold us hostage and make us live in a near constant fear of failure. For example, the dysfunctional belief that failure is the end of the road. We help our students reframe this belief into the idea of failure being an opportunity to learn from our mistakes and move forward. We help our students understand that failure is a necessary part of the innovation process. Iterating this over and over again, students begin to build up their resilience mindset.

Across all ENTP classes we teach the failure resilience mindset. But why does it matter for these students? The Venture Design Challenge helps students mobilize the resources they’ve learned and apply them to make the world a better place. The Venture Design Challenge is a competition that allows students to practice what they’ve learned in a real-world context.

The judges will score each team and determine who advances to the finals. Each team will pitch their idea to judges who will score them on the basis of their feasibility, marketability, and potential impact. The team with the highest score will win the grand prize of $250K in cash. The other finalists will receive cash awards totaling $200K.

Applications open Friday, February 14th. Deadline: Sunday, March 8th at 11:59 pm

Meet our Venture Design Challenge Team:

**Team: Hakan Yilmaz '23 and Justin Weiner '23**

People in cold climates need a way to streamline winter wear to better adapt to the weather. Thermabear is a line of clothing that uses innovative design and materials to provide warmth and comfort.

**Team: Alex Reed '23 and Winston Stock '23**

The Anti-Prick Project seeks to prevent the spread of infectious disease by providing a safe, effective, and easy-to-use medical device that eliminates the need for needles.

**Team: Jack Curtis '23 and Noah Mueller '23**

Pre-K to second grade teachers currently lack a tool to teach social and emotional learning. The熊 is a unique interactive system designed to support the development of social and emotional learning in young children.

**Team: Daiyan Rajamohan '21**

Music lovers need a unified streaming platform to wager friendly battles with friends and family. Music Battle PRO is a streaming platform that allows users to vote on songs and earn points for their favorite artist.

**Team: Merima Prijic '20 and Aleksandra Oluic '20**

People in cold climates need a way to streamline winter wear to better adapt to the weather. Thermabear is a line of clothing that uses innovative design and materials to provide warmth and comfort.

**Team: Yasmin El Kery '19 and Nour El-Sayed '19**

A&M students under the direction of Professor Thomas have successfully competed at national competitions….

ENTP students under the direction of Professor Thomas have successfully competed at national competitions….

Darwin or Elon Musk, fail A LOT - they just don’t let failure stop or sideline them. The Venture Design Challenge is a great opportunity for students to apply what they’ve learned and make a difference in the world.