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Aspiring Fontana Unified Entrepreneurs Pitch Innovations from a Bluetooth-equipped backpack to jewelry that can detect if a drink has been spiked Jurupa Hills Sophomores Create Wildly Imaginative Products

FONTANA, CA—Seventeen groups of Jurupa Hills High School sophomores recently pitched innovative products from a Bluetooth-equipped backpack to jewelry that can detect if a drink has been spiked. In a competition, a classroom project modeled after the popular *Spartan Race*, the students pitched their ideas to a panel of judges.

Facing a panel of Jurupa Hills English teachers posing as venture capitalists, students made formal presentations and answered questions, incorporating weeks of research and design. The process simulated the real life inventors go through when they are marketing a new product.

In February, 500 10th graders created fictitious products, researched and drafted business proposals including a product description, budget, and brochure to send to an existing company or individual. The proposals needed to identify consumer markets,

