



## What's the Big Idea? Applications are Open!

Ever dreamed of being on Shark Tank? Have that great idea that your mom loves, but you haven't told anyone else? Know you've got the next big thing? If so...[What's the Big Idea](#) is for you!

What's the Big Idea 48 Hour Launch is a weekend-long business start-up summit designed to inspire entrepreneurial action. The competition will bring together bright minds to participate in an intensive period of prototyping, community building, planning, incubation, and launching.

The winning idea will be advanced to Knoxville Entrepreneur Center's [CO.STARTER Program](#) and will be eligible for up to \$10,000 in business-launch reimbursement costs after completing the program.

*Applications are due February 3rd by 5 PM!*

When: February 24th-26th

Where: Knoxville Entrepreneur Center