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Sierra Nevada University Announces Preger Prize

The Preger Prize Creative Idea Challenge Offers a Cash Incentive for Real Ideas

[INCLINE VILLAGE, NV, February 5, 2020 —] [Sierra Nevada University](#) is kicking off the year with a set of business idea competitions, including a newly endowed program that seeks original ideas. [The Preger Prize Creative Idea Challenge](#) seeks non-derivative ideas and requires a plan for implementation as part of the process. These competitions are open to all full-time students currently enrolled at the Incline Village Campus of Sierra Nevada University.

As endowed, the Preger Prize offers a first-place award of up to \$5,000 and runner-up prizes of as much as \$2,000. Projects presented must meet the following criteria: The idea must be the individual participant's own and not derived by collaboration with any other person or information source; it must be useful to a specific demographic or business segment; it must be novel and not an obvious variation of an idea in existence; it must be implementable in order to deliver value to the demographic or business segment for which it was conceived; the submission must include the participant's plan for implementation.

[Robert Preger](#), who endowed the Creative Idea Challenge, spent 25 years in the software industry, eventually becoming part of the original management team at [Oracle](#) in 1980. He and his wife Eleanor have lived in Incline Village since 1987 and have served on the Board of Trustees for Sierra Nevada University for over ten years.

The Preger Prize joins the Haldan-Pascotto Pitch Competition, and Haldan-Pascotto President's Cup Business Plan Competition this spring. All of these contests are open to all students on the Incline Village Campus of Sierra Nevada University, regardless of major. A student who swept the competitions could find themselves \$8,000 richer by commencement this year.

Schedule of events:

The Haldan-Pascotto Pitch Competition	February 27 th , 2020
The Preger Prize Creative Idea Challenge	March 26 th , 2020
The Haldan-Pascotto President's Cup Business Plan Competition	April 20 th , 2020

All events take place at [Sierra Nevada University, College of Entrepreneurial Leadership](#), in Incline Village, Nevada. For more information, contact Jonathan Breiter, jbreiter@sierranevada.edu or Justin Spees, jspees@sierranevada.edu.

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Sierra Nevada University is Nevada's only accredited private non-profit four-year university. Sierra Nevada University is committed to fostering a culture of competition, guiding students to think on their feet, communicate persuasively, and acquire the higher-order thinking skills necessary to thrive in the real world.