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FOR IMMEDIATE RELEASE

Boeing Funds Young Entrepreneurship Program

St. Louis, Mo. (Oct. 4, 2018) – Starting December 1st 2018, The Boeing Company will begin funding a new program for young entrepreneurs in college. The program based from Boeing's new start-up team, HorizonX, which focuses on business development, disruption, and venture capital. The program will be open to college students from any school or program who have an idea that pertains to the future of business in aviation, mobility, or autonomy. There will be a contest held yearly in the winter and winners will receive a $10,000 prize each, as well as the chance to even generate their idea with the help of a Boeing team.

Team lead for the HorizonX program, Mike Smith states, "We believe this program will help encourage more college students from various backgrounds to get interested in disruption and innovation, which is what we are all about." Boeing will offer runner-up prizes in addition to first place and will begin applications in January. Boeing has already received hundreds of applications early and plans to have a panel of members from different sectors and companies judge the ideas.

"We are extremely excited and ready to start receiving applications from students. We want this to really be an outlet for creativity and positive reinforcement towards innovation." Quote from Michelle Keyes, head of marketing for HorizonX, on her thoughts on the program.

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About The Boeing Company

Founded in 1916, Boeing specializes in designing, manufacturing, and selling airplanes, rotorcraft, rockets, satellites, and missiles worldwide. The company also provides leasing and product support services. Boeing is among the largest global aircraft manufacturers and it is the second-largest defense contractor in the world. Boeing HorizonX was founded in 2016 and is focused on innovation and future business development.

Media List:

Carol Clark

Media Outlet: Los Alamos Daily Post

Carol handles news regionally and locally so could pick up our story. More importantly, she does community development and a story around college students may be of interest.

Molly Dill

Media Outlet: Editor, Biztimes

Molly writes about business and news in general and would have an interest in the business of Boeing since they are such a large company and would pertain to her work.

Ayana Jones

Media Outlet: The Philadelphia Tribune

Ayana covers local news and business and would be a great person to pick-up the Boeing story on the business side. She is a writer in Philly and could spread the message to that surrounding area.

Lydia Belanger

Media Outlet: Associate Editor, Entrepreneur

Lydia is a perfect person to reach out to because she works directly with business tech, entrepreneurship and business in general. All of these are things we are working on. She is in NYC which has huge reach and would be a great option to get the word out.

Ingrid Lunden

Media Outlet: TechCrunch, writer

Ingrid does writing for tech, company news, and internet in SF. This is a perfect option for our release around innovation and tech.

Alex Brown

Media Outlet: Inside Indiana Business

Alex is a good option to help spread the news in that area. He talks about business and current affairs which this release is.

Richard Feloni

Media Outlet: Business Insider

Richard will pick up this story because it's around business news. He also handles entrepreneurship.

Michael Goot

Media Outlet: The Post-Star

Michael reports on education policy and he could pick up the story since it has to do with college and grant money.

Harrison Jacobs

Media Outlet: Business Insider

Harrison writers about technology and business, therefore would be a good option especially at BI to send this story out to other sectors.

Parija Kavilanz

Media Outlet: CNN, senior writer

Parija writes about business, education, entrepreneurship, and tech and would pick up our story since it involves them all. CNN is a great major network as well.

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