READY TO COME UP WITH A BIG IDEA?

WATCH IT COME TO LIFE DURING THE ERLC’S 100-Hour Challenge!

**Thursday, Nov. 12**
- Pick up leftover SWAP “treasures” from Sellery Hall
- Repurpose the items into a “creation” within the 100-hour time limit

**Monday, Nov. 16**
- Upload a video or photo gallery of your pitch and prototype by 1PM
- $1,200 in cash prizes

Three categories of Winners:
- Most potential revenue value
- Most creative
- Most potential social value

More information: go.wisc.edu/100hour