



HIGH SCHOOL
HUSTLE

Hustles That Pay, Lessons That Last

AWAKEN & ACCELERATE

THE NEXT GENERATION OF ENTREPRENEURS

WHAT IS HIGH SCHOOL HUSTLE?

- Incentives: Weekly competitions & \$200,000 in prizes
- Software: Central hub for competitions & student hustles
- Mentors: Push students from Idea to Income

WHAT HAPPENED IN 2025?

INDIANA

- 600+ businesses launched
- \$908,000+ in student revenue
- 52+ schools represented



REGISTER HERE

TIMELINE

01

REGISTER

ANY TIME

02

TEST HUSTLES

PRESEASON

Testing Hustles

JANUARY 1st

03

COMPETE

PLAYOFFS

Maximize Revenue

JUNE 1st

AUG 1



\$200,000

FOR HIGH SCHOOL STUDENTS WHO START A REAL HUSTLE.

SUMMER COMPETITION • JUNE 1 – AUGUST 1

GRAND PRIZE

\$100,000

CRAWFORD COATS HUSTLE AWARD

split between the 20 students who make the most money.

20 WINNERS • \$5,000 EACH

Top 20 finishers pass their \$500 slot to the next eligible hustler



\$50,000

BEAT THE SUMMER JOB

for the first 100 students to make \$2,500 in sales.

100 WINNERS • \$500 EACH

Hustle Stack • Open All Year • While funds last



\$50,000

in grants for starting your hustle. First come, first served.

\$100

STARTER GRANT

when you make your first \$100 from your first hustle.

\$150

BUILDER GRANT

when you make \$100 from a third hustle you start.



AWARD CEREMONY

END OF AUGUST

Summer Competition winners revealed. Checks handed out on the spot.

SIGN UP & TRACK YOUR PROGRESS

hshdashboard.org

Log your sales. Watch the leaderboard. Claim your grants.