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66 Students, 5 Days, 1 Unforgettable Experience: Business Horizons 2025

DES MOINES, Iowa – Business Horizons concluded on July 17, 2025, at Drake University, continuing a tradition of over 40 years of bringing together high school students from across Iowa for a unique weeklong innovation experience.

Over five days, students collaborated in teams to develop, refine and pitch original business ventures. Each team invented their own business or product designed to benefit high school students. They showcased their invention through three competitions: a pitch, infomercial and trade show.

One team, *Industry B*, won both *Best Pitch* and the popularity vote for *Best New Product* for their creation **NextSumr** - an app to connect high school students with summer camps and opportunities. You can watch all the team infomercials at www.YouTube.com/BusinessHorizons.

Throughout the week, students had the opportunity to learn from industry experts on topics such as financial literacy, AI and coding, project management, infomercial editing, and more.

"I was able to learn about multiple aspects of business including management, production and financials. All of which helped me become more sure about my career path," said Cameron K., a student from Carroll High School.

In addition to breakout sessions, students toured local businesses, worked with HR professionals to build resumes and cover letters, and took part in fun evening activities. Upon completing Business Horizons, each student had the opportunity to earn three transferable college credits from the Jacobson Institute at the University of Iowa.

"Business Horizons has really gotten me out of my bubble and helped me become comfortable with leadership roles", said Ayala H. of Winterset High School. Students stepped outside the comfort of their home communities to collaborate with peers in building their business ventures. They grew more comfortable with public speaking, built their confidence and put into practice working with a diverse group of fellow students.

Many students attended with little to no cost thanks to generous program sponsors. Thank you to presenting sponsor, Collins Aerospace, an RTX Company along with the leading annual sponsors: Atlantic Bottling Company, Emerson, Grinnell Mutual and Wellmark.

To learn more about Business Horizons, view a list of program partners and sponsors, or browse photos and videos from this year's experience, visit www.BusinessHorizonsIowa.com.



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Business Horizons is a program of the Iowa Association of Business and Industry (ABI) Foundation, a 501c3 statewide nonprofit organization dedicated to fostering partnerships among business, education, and communities while promoting leadership and responsibility across Iowa.

The Iowa Association of Business and Industry (ABI) has been the voice of Iowa business since 1903. Its mission is to provide a strong, unified voice to business and industry on issues affecting Iowa employers. ABI is comprised of member companies representing all industries and sizes in Iowa's 99 counties. ABI members employ more than 330,000 Iowans.