**For Immediate Release**

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**NACUSO’S NEXT BIG IDEA COMPETITION OFFERS A PRIZE POOL OF $10K -ACCEPTING ENTRIES THROUGH MARCH 17**

**Grand Rapids, MI (February 18, 2022)** – The National Association of Credit Union Services Organizations (NACUSO), the only trade association focused on growing and protecting the CUSO movement, is accepting entries for the 2022 Next Big Idea Competition through March 17, 2022.

The Next Big Idea Competition is NACUSO’s version of the popular TV Show "Shark Tank" designed to showcase innovation, collaboration, and advancements among the credit union industry. This year marks the tenth year of the competition, and the third year in which CO-OP Financial Services sponsors a cash prize pool totaling $10,000. The award for first place is set at $7,500 with second place set to receive $2,500.

The competition provides a platform for visionaries to present their ideas and initiatives that will drive the movement forward; advancing the service and solutions provided by credit unions. Contestants are encouraged to submit ideas or initiatives that meet the following criteria: improve earnings, enhance member service, deliver new products and services to members, and/or improve delivery channels to members. These initiatives can be at any stage in development such as early stage and in need of investment, ready to be delivered, or already in motion currently growing and changing the industry.

A selection committee will select finalists to compete, and by March 28th all entries will be notified of their competition status. The Next Big Idea Competition will be held in-person at the NACUSO Network Conference at Disney’s Yacht and Beach Club Resorts in April. On the afternoon of April 26th, the selected contestants will have seven minutes to present on stage followed by eight minutes of questions from guest judges. At the end of the presentations, the audience will vote to instantly select the winners.

To submit an idea or review important information related to the 2022 Next Big Idea Competition, visit [www.nacusonetwork.com/nextbigidea](http://www.nacusonetwork.com/nextbigidea). The deadline for submissions is March 17, 2022.

**About NACUSO**

NACUSO (National Association of Credit Union Service Organizations) was formed in 1985 to help credit unions explore the use of CUSOs and the delivery of non-traditional products and services. Over the years, NACUSO’s focus has evolved to educating credit unions on the benefits of collaboration, helping credit unions find innovative collaborative partners & solutions, helping CUs form multi-owned CUSOs that help credit unions achieve economies of scale, risk reduction and obtain expertise, as well as being the collaboration focused regulatory & legislative advocate for CUSOs and their credit union owners.

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