

Eagle Startup Challenge

OVERVIEW

The purpose of the Eagle Start-Up Challenge is to inspire undergraduate and graduate students to act on their innovative ideas to create a business. The competition focuses on the development of a business proposal and will allow students to present their concept and pitch to a panel of judges of various business backgrounds in the Fredericksburg community. A well-developed plan is a roadmap to success. The purpose of the competition is to guide the entrepreneur through the process of getting thoughts about the business on to paper, and into an actionable plan.

ELIGIBILITY

UMW graduate and undergraduate students

TIMELINE

Business Concept Deadline- April 4, 2013

Finalist Announcement - April 11, 2013

Oral Presentations and Awards Ceremony- April 24, 2013

Rules

Each business concept must include the following sections:

- Summary Sentence
- Value Proposition
- Key Activities
- Key Resources and Partners
- Customer Segments, Channels, and Relationships
- Costs and Revenues

Business concept must be submitted no later than 11:59pm on April 4, 2013 to mparnell@umw.edu

Participants who have submitted the business concept and selected to advance to finals will be listed on the website no later than noon April 11, 2013. All decisions by the panel of judges are final.

Finals

Finals will consist of an oral presentation. The time limit for oral presentations is 15 minutes. Oral presentations may be accompanied by PowerPoint slides (no other slide technology will be allowed in order to ensure compatibility with available projection resources). Warnings will be given at three minutes remaining (green), at two minutes remaining (yellow), and at one minute remaining (red). Judges will have approximately 5 minutes for questions and answers.

Following presentations on April 24, 2013 winners will be announced. All decisions by the panel of judges are final. A celebratory reception, to which all finalists are invited, will take place at 6pm.

Prizes- Cash Prize for winner and runner-up.

Virtual Office Access

Blue Print Class

Ongoing Consulting

Access to Conference Space