

This business plan competition is open to students in high schools in 10 southeastern North Carolina counties. (Brunswick, Columbus, Bladen, Duplin, Jones, Lenoir, Onslow, Sampson, Pender and New Hanover)

Teams can compete in one of two tracks

FOR-PROFIT ENTERPRISE:

a business whose primary goal is to solve a problem through a product or service and make money at the same time.

SOCIAL (NOT-FOR-PROFIT) ENTERPRISE:

an organization that applies commercial strategies to maximize improvements in human, social and environmental well-being, rather than make a profit.

Competition

PRELIMINARY ROUND:

High school teams will submit a short, five-minute "rocket pitch" video presentation. Teams will also write a three- to five-page proposal of their business or social concept. Both the video and written proposal will be submitted online and will be judged by a panel of entrepreneurs.

FINAL FOUND:

Five teams from each track will be selected to present their five-minute "rocket pitch" at the UNCW Center for Innovation and Entrepreneurship. A panel of judges will score and announce finalists from each track.

Prizes

Cash prizes (\$1,500 for first, \$1,000 for second, and \$500 for third) for the top three place winners will be awarded in each track. Cash prizes will be awarded to the school to enhance its entrepreneurship offerings.

Winning teams will also receive a trophy and a copy of *The Lean Entrepreneur* by Brant Cooper and Patrick Vlaskovits.

IMPORTANT DATES

Registration Closes – March 8

Preliminary Presentation Due – April 23

Semi-Final Announcement – May 2

Final Presentation at CIE – May 14



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FOR MORE INFORMATION, PLEASE CONTACT

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**CHANCELLOR'S
HIGH SCHOOL
INNOVATION AND
ENTREPRENEURSHIP
COMPETITION**



UNIVERSITY OF NORTH CAROLINA WILMINGTON

*University of North
Carolina Wilmington, the
UNCW Center for Innovation
and Entrepreneurship (CIE)
and Chancellor Jose V. Sartarelli
present the inaugural*

CHANCELLOR'S HIGH SCHOOL INNOVATION AND ENTREPRENEURSHIP COMPETITION

an opportunity

for high school thinkers,
dreamers and innovators
to explore their inner
entrepreneurial nature

Competition Guidelines

- One team per high school per track.
 - One to four students per team.
 - Students must be enrolled in high school for the duration of the competition.
 - A teacher, counselor or community member must serve as team advisor.
- Each school that registers will receive a reimbursement of \$100 to cover costs associated with the competition.

Learn Something New

Watch educational videos about rocket pitches and lean entrepreneurship.

Create Your Own Idea

- Choose one of two tracks for participation.
- Create a written proposal and a video pitch explaining your innovative idea.
 - The core business idea must originate from one or all of the team members.
 - No franchises or using ideas that come primarily from parents, teachers, adults, etc. This competition is to encourage student innovation.

Submit

- Submit your video pitch and written proposal by April 23, 2016.
- Videos should be no longer than five minutes.
- Written proposals should be no longer than five pages.

Why Participate?

Developing Innovators and Creative Thinkers

The Chancellor's High School Innovation and Entrepreneurship Competition will challenge students to work with like-minded thinkers to develop creative and innovative solutions to solve real-world problems.

Supporting Teamwork and Leadership

Behind every great team and idea are quality leaders and a commitment to teamwork. The Chancellor's Innovation and Entrepreneurship Competition is no exception. It allows students to demonstrate teamwork and leadership competencies as they develop their entrepreneurial ideas.

Building Knowledge of Lean Entrepreneurship

Students will engage in curriculum that enhances their knowledge of entrepreneurship with a focus on lean startup. Students will have an opportunity to apply and demonstrate this knowledge through the Chancellor's High School Innovation and Entrepreneurship Competition.

Recognition and Preparation for Your Future

Winners will be awarded cash prizes for their schools. This competition is an opportunity for students to develop skills that will contribute to their future success. Win or lose, this unique experience will be a valuable part of any resume or college application.

Criteria for the Competing Tracks

Based on the idea of Lean Startup, the proposal and pitch should include, but not be limited to, the following:

- What is the "pain" point? Identify the need for the product, technology or service and why do you think your idea solves that need?
- What is the value? How does your idea benefit society or the economy? Where is the real "added value"? How does your idea differ from others that are out there?
- What is the "path to market"? Identify the steps to actually implement your idea.
- What does it cost? Give a timeline and resources need to make it happen.
- What do others think of your idea? Have you gotten feedback about your ideas, and did you have to pivot or alter your thinking.

Register your team at www.uncw.edu/cie