

# Entrepreneurship Challenge

**Sponsored by the International Franchise Association Educational Foundation, Inc.**

Additional support and assistance for the entrepreneurship program has been provided by The George Washington University Center for Entrepreneurial Excellence, the Collegiate Entrepreneurs' Organization, the Leatherby Center for Entrepreneurship and Business Ethics at Chapman University, and the Belmont University Center for Entrepreneurship.



"The entrepreneur always searches for change, responds to it, and exploits it as an opportunity."

Peter F. Drucker, *The Father of Modern Management*

## Thursday, April 23

### Entrepreneurship Challenge

Students will be participating in one of the four (4) Professional Development Academies. All four (4) Professional Development Academies (PDAs) will include a featured entrepreneurship speaker and the orientation information for the *Entrepreneurship Challenge*. Students who are registered for the *Entrepreneurship Challenge* and Seminars as their primary conference activity may select any one of the PDAs. Students who are registered for a competitive event must participate in their assigned PDA according to their specific event.

Business Management & Administration Academy	(part of the 10:30 a.m. – 12:15 p.m. session)
Hospitality, Travel & Tourism Academy	(part of the 10:45 a.m. – 12:30 p.m. session)
Integrated Marketing Communications Academy	(part of the 1:00 p.m. – 2:45 p.m. session)
Marketing Academy	(part of the 1:00 p.m. – 2:45 p.m. session)

### Thursday's Entrepreneurs:

Mike Brown, Co-Founder and CEO, ModBargains.com  
Sinan Kanatsiz, Chairman and CEO, KCOMM  
Chairman, The Internet Marketing Association

### Entrepreneurship Kick-off and Orientation to the Entrepreneurship Challenge

Do you have the next great business idea? Do you have a game plan to succeed? Are you an entrepreneur? If yes, then join us for the Entrepreneurship Challenge and compete against other students who share your entrepreneurial spirit to win the \$5,000 Don DeBolt Scholarship and international recognition (to be shared among the winners). Sign up as either an individual or team.

Let the competition begin!

Dr. George Solomon, Director Center for Entrepreneurial Excellence  
Department of Management, The George Washington University

Students who are in a competitive event may also participate in the Entrepreneurship Challenge and attend the Friday seminars. Students may compete as individuals, or in teams of up to three. Students may form teams ahead of time, or can be teamed up with other students—at least one member of your team must sign your team up Friday morning between 7:30 a.m.–9:00 a.m in California Ballroom A.

Each team will receive points for attending entrepreneurship seminars on Friday (indicated with an \*). While you may attend all four (4) eligible sessions, you will receive credit for a maximum of three (3) sessions attended.

Teams are encouraged to meet Thursday evening to begin developing their Entrepreneurship Challenge Plan.

## Friday, April 24

### California Ballroom A

(sessions marked with a \* earn points for you/your team)

7:30 a.m.–9:00 a.m. (required)

#### Entrepreneurship Challenge Team Sign-up

At least one member of your team must sign up your team for the Entrepreneurship Challenge competition. No additions to your team may be made after 9:00 a.m.

7:30 a.m.–9:00 a.m. (optional)

#### Entrepreneurship Challenge Planning and Consulting

Meet with your team to discuss your ideas and strategies or just ask questions about the Challenge competition.

## Friday, April 24 (continued)

### California Ballroom A

9:15 a.m.–10:00 a.m. \*

*Identifying Opportunities in the Marketplace—Will Your Idea Fly?*

You have the passion to succeed. Now, how do you take a step back and evaluate the potential success of your idea and how to position it in the marketplace?

Amy C. Cospoer, Vice President/Editor-in-Chief, Entrepreneur Media

10:15 a.m.–11:00 a.m. \*

*Using New Media to Attract Customers to your Business*

Explore the use of viral marketing, social networking and other creative media to launch market and expand your business.

Dr. P.K. Shukla, Director of Entrepreneurship, Chapman University  
Amy Shukla, Web Developer/Co-Founder, BusinessesAtoZ.com

11:15 a.m.–Noon\*

*Bootstrap Financing*

Discover creative ways to help finance a new business using bootstrapping techniques. Through the use of bootstrapping, the entrepreneur creatively finds ways to launch and grow a business within the limited resources available to most new ventures.

Dr. Jeff Cornwall, Jack C. Massey Chair in Entrepreneurship, Belmont University

Noon–1:00 p.m.

Lunch on your own

1:00 p.m. – 2:30 p.m.\*

*Taking the Leap. . . What Makes a Business Franchisable*

Build your professional network with entrepreneurship/small business management experts. Discover the opportunities to start your own business through franchising. This session includes a presentation on franchising followed by an informal networking and feedback opportunity with franchising executives.

Mr. John R. Reynolds, President, International Franchise Association Educational Foundation, Inc.

2:30 p.m. – 4:00 p.m. (open time)

*Polish Your Presentation*

Work with your team to polish your Entrepreneurship Challenge presentation. No points are awarded for this session—just an opportunity to finish your presentation.

4:00 p.m.–6:00 p.m.

Entrepreneurship Challenge Preliminary Judging Rounds to Entrepreneurship/Small Business Management Experts Acting as Venture Capitalists. Finalists will be recognized at the end of this session.

## Saturday, April 25

### Capistrano B

10:00 a.m.–Noon\*

Entrepreneurship Challenge Final Presentations to Judges Acting as Venture Capitalists (for qualifying teams)

\*Exact presentation times for finalist teams will be announced Friday.

\*Only the team that is presenting is allowed in the room (no outside observers).

8:00 p.m.

### California Ballroom C

Awards and Recognition—Grand Awards Session