Competition Overview

Students will compete to create a self-sustaining business or entity that addresses a local social problem – with the winning team receiving up to $10,000 in start-up funding. This year, the focus is on food, nutrition, and hunger in Niagara Falls and we are searching for new, innovative ideas that are also feasible and realistic. Access to, and the cost of, food (especially fresh fruits and vegetables) poses a large challenge to Niagara Falls residents who, like most Americans, often lack the time, energy, tools, and/or the knowledge to regularly prepare healthy meals. The poverty and context of their neighborhoods exacerbate these difficulties. Students will examine these challenges and design an initiative to address one or more of these problems. In the fall, participants will complete three tasks:

**Task 1**
- **Form a Team** - Register at www.niagara.edu/entrepenu by October 10th.

**Task 2**
- **Attend Workshops** - A community meeting is required, and workshops on poverty, food, innovation, business plans, and others will be offered to help you.

**Task 3**
- **Submit Competition Proposal** - All participants will be required to submit a three part proposal (video, concept paper, business model canvas) by November 25th.

**Competition Guidelines and Timeline**
- Teams must consist of 2-5 students
- All team members must be current students of Niagara University
- Each team must have at least one undergraduate student
- Teams must officially register by October 10th
- A team representative *must* attend an EntrepreNU-organized community event in October
- Competition proposals must be submitted by Tuesday, November 25th
- A judging panel will choose semi-finalists
- Students will vote for their favorites among the semi-finalists’ videos
- Finalists will be announced before the end of the semester and the top three proposals will win $500
- The final teams will be provided with mentors and resources to further develop their proposals
- $10,000 in start-up funding will be awarded during the spring 2015 semester
- Launch your idea - have an impact!

*All rules subject to change. Additional information will be posted online throughout the competition.*
EntrepreNU2015 Competition Proposal Procedures

Submission Procedures
Participants will submit proposal materials by midnight on November 25th to EntrepreNU@niagara.edu. The concept paper and modified business model canvas will be submitted as attachments and a link to the video (previously posted to a website such as YouTube) will be also included.

Video
The video is your chance to get creative. It’s your opportunity to introduce your team and your idea to the world. In 2-5 minutes, convince us that you’re the right group with the right idea to send out into the community. Other NU students will watch the videos and vote on their favorites, so make it stand out!

Concept Paper
The concept paper explains the idea in more depth, particularly focusing on why you believe it will work. You’ll need to do some research for this part (the resources posted on our webpage, Twitter, and Facebook accounts are a good place to start). You should answer the following questions:

- What problem are you aiming to solve?
- What kind of impact do you expect to have?
- Why do you think the idea will work?
- Has a similar idea been tried elsewhere? If so, what were the results?
- How will this plan be different from others in the area?

Modified Business Model Canvas
The Modified Business Model Canvas serves as a brief visual overview of your initial business plan. It outlines the basics of what you plan to do for whom and how.

Judging Criteria
The judges will look for the following in the submissions:

- Impact – The plan seems likely to make a significant impact on the community
- Feasibility – The plan can be implemented fairly quickly and easily
- Sustainability – The plan should be able to operate continuously for a sustained period of time
- Creativity – The plan is creative, innovative, and takes on the problem from a new angle

Help with Applications
Throughout the competition, we will have plenty of support to assist students with their applications. We will hold several community meetings and workshops and have additional consultation sessions with faculty available to answer questions.

More Information
@EntrepreNU2015  www.facebook.com/entrepreNU  http://www.niagara.edu/entrepreNU