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Michigan State University’s Eli Broad College of Business and the Institute for Entrepreneurship Encourages Students to Seek an Opportunity to Fund Their Dreams in the Eli Broad College of Business Undergraduate Pitch Competition

East Lansing, MI — The Michigan State University Eli Broad College of Business and the Michigan State University Institute for Entrepreneurship are sponsoring the third Undergraduate Business Pitch Competition at MSU. The competition allows undergraduate students with a business idea a chance to impress and win thousands of dollars to support their business venture. The winning individual or team will receive $5,000.00. Second and third place individuals or teams will receive $2,500.00 and $1,000.00 respectively.

“Today’s graduates are entering a period approaching the peak of the entrepreneurial revolution, competitions such as this help them develop the entrepreneurial mindset that will be needed to succeed in this environment," said Forrest Carter, Ph.D. and marketing professor in the Eli Broad College of Business.

There are two rounds of competition. During the first round, judges will pick 10 semi-finalists and five finalists. The semi-finalists will display their idea at a booth at the Broad Market Place on the morning of Nov. 23, 2013. Attendees at the event will be given $1,000.00 in ‘Broad-Dollars’ and be encouraged to invest in the businesses at the market place they think will benefit most from the ‘Broad Dollars’. The two teams that garner the largest investments will win one of the two ‘People’s Choice Awards’. The finalists will compete on the morning of Nov. 23, 2013 in a 15-minute interactive session with a new panel of judges. Plans will be scored and based on the pitch and on the executive summary. The winners will be announced at an awards ceremony that afternoon.

The Undergraduate Pitch Competition supports the Eli Broad College of Business and the Institute for Entrepreneurship’s goals, to create opportunities to nurture and develop business characteristics such as: an innate ability to identify market opportunities in the midst of environmental and market disruptions, the ability to develop innovative solutions to new or existing problems, and/or innovative business models to make old solutions more effective and more.
The Eli Broad College of Business and the Eli Broad Graduate School of Management includes five departments (Accounting and Information Systems, Finance, Management, Marketing, and Supply Chain Management), and one independent, industry-specific program, The School of Hospitality Business. Currently, about 5,000 students are enrolled at the undergraduate level, and about 1,000 students are enrolled in specialized master’s, doctoral or MBA degree programs as well as various Executive Development Programs, making Broad one of the largest business schools in the country.

The Institute for Entrepreneurship focuses on three main areas: teaching, research and outreach. Through teaching, research and outreach, the Institute supports related programs and activities in the Broad College of Business’s undergraduate specialization in entrepreneurship and its MBA secondary concentration in entrepreneurship. The Institute advances and promotes academic and applied research on entrepreneurship, venture capital and private equity, and disseminates academic and applied research and core knowledge to our constituents.

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