



A GLOBAL LEADER IN ENTREPRENEURSHIP

Venture Challenge™ 2010



On March 18, 2010 25 teams representing three countries arrived at the San Diego Marriott La Jolla to compete in Venture Challenge, SDSU's annual international business plan competition. The teams were composed of graduate and undergraduate students who had developed business plans and prepared to compete for the \$15,000 grand prize. The competition kicked off with a VIP Reception for the 35 distinguished judges followed by an Exhibit Fair. The 25 teams set up display booths advertising their business ideas and answered questions from guests and judges. Nearly 200 people from the San Diego community attended the Exhibit Fair to learn about the businesses and network with others.



The following morning, the 25 semi-finalist teams presented their business plans to panels of judges in the first round of presentations. SDSU alumni such as Thom McElroy, founder of Volcom, Craig Stevens, CEO of Mar West Real Estate, Yukon Palmer, founder of Field Technologies, and Jeff Grad, founder of Evolution Juice served as judges at Venture Challenge. The judges evaluated the viability and construction of the business plans as well as the professionalism and delivery of each team's presentation. Once the semi-finalist presentations concluded, each of the five panels of judges selected a winner and runner up from their respective tracks. The 5 runner ups advanced to the Wildcard Track to compete for a spot in the finals. Once the wildcard teams finished their presentations, the winner was selected. The 25 teams and judges were then invited to a social at the J Bar downtown. The social was hosted in conjunction with SDSU's Graduate Business Student Association (GBSA). Judges and students from SDSU's MBA Program as well as the Venture Challenge teams socialized and enjoyed the downtown atmosphere from the rooftop of J Bar.



On the final day of Venture Challenge, the six finalist teams competed for the grand prize. The teams included Glucago, LLC from Indiana University, Bon Affair from University of San Diego, Thermal Conservation Technologies from University of Illinois, Miret Surgical from Stanford University, MB Therapeutics from University of Hawaii and Biologics MD, LLC from University of Arkansas. The teams had the great opportunity of presenting their plans to a renowned panel of judges, which included Jim Sinegal, founder of Costco, Jim Morris, Chairman of OK Skate, Brian Dovey, Partner in Domain Associates, Kay Matherly, Executive Vice President of Union Bank and Michael Cunningham, founder of DG3 North America. At the awards luncheon, the following teams were recognized for their exemplary work:

- » **First Place**—Glucago, LLC » Indiana University
- » **Second Place**—Thermal Conservation Technologies » University of Illinois at Chicago
- » **Third Place**—Miret Surgical » Stanford University
- » **R. Michael Pack Environmental Award**—ForeverWater Solutions, LLC » University of San Francisco
- » **Thom McElroy Showstopper Award**—Biologics MD, LLC » University of Arkansas

Preparation for next year's Venture Challenge is already underway.

Please mark your calendars - Venture Challenge 2011 will take place March 17-19, 2011.