Fall 2012 Lavin VentureStart Competition

VENTURE START WORKSHOPS

The Lavin VentureStart Competition, hosted by the Lavin Entrepreneurship Center and the Entrepreneur Society at SDSU, is designed to unify multidisciplinary students, both graduate and undergraduate, whose talents, ideas and energy may operate tomorrow's leading firms. Students were provided the opportunity to hear from seasoned entrepreneurs preparing them for the VentureStart Competition. The following workshops took place throughout the semester:

Information, Ideation & Trend Spotting Workshop: On September 27th, Bernhard Schroeder, Director of the Lavin Entrepreneurship Center Programs led a workshop focused on the significance of spotting trends in the marketplace and utilizing those observations to stimulate new business ideas.

Creating a Business Plan Workshop: At the October 18th workshop, Kristian Rauhala, Founder/CEO of Pear Sports, presented on the essential elements necessary for constructing a strong business plan. This workshop gave students the framework for developing their business plan for the VentureStart Competition.

Giving a Powerful Presentation Workshop: On November 8th, Bernhard Schroeder, discussed the importance of delivering a powerful and effective presentation. Schroeder helped students identify key strategies to utilize when building and delivering presentations.

LAVIN VENTURESTART COMPETITION

Students attended the three workshops and were encouraged to construct and submit a business plan using the tools learned throughout the workshops. Four teams were selected to compete in the Fall 2012 Lavin VentureStart Competition.

- **Epsilon Mirco** – A cost-effective Open Source Oxygen Plasma Bonder
- **FindCart** – A retail technology dedicated to reducing shopping cart shrink.
- **ReachMobil** – Mobile application provider
- **EDUswap** – Online social networking platform

The finals were held on December 6, 2012 in the Aztec Athletic Center. The four teams presented their business plans to a captive audience and panel of judges for ten minutes. The presentations were followed by ten minutes of questions and answers from the panel. The panel of judges consisted of: Peter Shaw, Managing Director of Shaw Management Advisors, Doug Wall, Co-Founder of PureForge and Yukon Palmer, President of FieldLogix. The following teams were awarded a total of $900 in cash prizes:

1st Place: Epsilon Mirco
2nd Place: EDUswap
3rd Place: FindCart