Entrepreneurship isn't a job

Entrepreneurship is a mindset.

VentureStart Competition
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Competition Format

• Form teams of 2-5 students
• Select a small business affected by COVID
• Do rapid research to identify 2-3 potential pivots
• Pick best pivot, one hour to refine pivot, do research, create a pivot solution, build pitch presentation
• Finals pitch, four minute pitch, four minute judge Q & A
• Winner announced...$1,000 prize!
Four Small Businesses

• ShakePro: a university based chain making protein shakes on college campuses (14 locations, 250 part-time employees)
• Urban Crust: a two store retail bakery chain specializing in unique, flavorful rustic bread (two locations, 18 employees)
• Gravity Fitness: a single retail location fitness studio specializing in training for competitive athletes and weekend warriors (1 location, 15 employees)
• Brilliance: a single retail location jewelry store, making custom jewelry in a high density urban area (7 employees)
What Problem Do I Solve?

• 1. Solving a problem to make consumers better off
• 2. Identifying problems not being addressed
• 3. Solving a problem consumers are tolerating
• 4. Focusing on the most significant, unsolved problems consumers have
Industry, Trends and Customers

• Large industries matter:
  • Fast revenue potential via niche
  • Easy to research competition

• Follow the trends:
  • Research trends with markets (people) and industry
  • Look for indicators of change or problems

• Major customer groups: Baby Boomers, Gen X, Millennial, Gen Z
Solution Overview and Detail

• Present a high level solution based on research
• Show how it solves the problem
• Explain exactly how the solution works
• Indicate how the solution is unique or different
• Present a clear customer target
Presentation Slides

• Cover slide which indicates team name and challenge
• Problem slide with problem stated clearly
• Research slide on market, trends, industry and people (charts, etc.)
• Solution pivot overview and detail slide
• Summary slide with key benefits of overall solution pivot
Criteria For Judges

• Selected one of the four businesses
• Identified a pivot worth solving
• Solid research on marketplace, industry, trends and consumer data
• Presented a clearly thought out solution
• Winning team gets $1,000!