



Open to All Chapman University Students!
\$15,000 in Award Prizes*
Up to \$1,000,000 in Seed Financing**
2008 BUSINESS IDEA CONTEST



The Leatherby Center is conducting a Business Idea Contest to search for Chapman University students' best and most feasible new ideas for businesses. The objectives will be to:

- Provide assistance to new, fast-growth businesses
- Provide a vehicle for matching new businesses with potential investors
- Gain support and recognition from the Orange County business community for students' entrepreneurial activities
- Identify skilled students who are interested in becoming entrepreneurs

Because the Leatherby Center is committed to the educational aspects of the program, even those individuals who do not qualify as a finalist for award prizes will be winners. Experts will provide feedback to all participants. Finalists will be provided mentoring by Tech Coast Angel members. **Finalists will receive a Tech Coast Angels Seed Financing Invitation to be **potentially funded up to \$1,000,000 in seed financing**. Tech Coast Angels is the largest seed financing organization in the United States.

Steps

Contest participants will be evaluated on the quality and feasibility of their idea in a short (5 page maximum) Business Idea Concept Paper. The five submissions judged as best will move on in the contest as a Finalist. Similar to the "real world" pursuit of capital, there will be an opportunity for Finalists to submit a written business plan. Finalists will have a formal oral presentation of their plan with a panel of judges and investors.

---rules, deadlines, and prizes continued on next page---



Rules and Deadlines (additional details are at Beckman Hall 307F)

- Entry restricted to Chapman University students enrolled in the current or immediately previous semester (Fall, 2007).
- Submissions may be from an individual or a group of up to five students. All work must be the original work of students entering the contest.
- A student may only submit one entry and may not be listed on any other team.
- Students may be at the graduate or undergraduate level with any major. Non-business majors are encouraged to enter the contest.
- Entry consists of an entry form (available at Beckman Hall 307F) and a Business Idea Concept Paper (see Beckman Hall 307F for outline). Entry forms and outline for concept paper can be e-mailed to students who make a request at shukla@chapman.edu
- Judges' decisions will be final.
- Deadline for contest entry is at 2:00 p.m. March 27, 2008. Submit an entry form and a copy of Concept Paper to the Leatherby Center, Beckman 307F (No e-mail submissions accepted).
- Any required changes in these rules will be posted in Beckman Hall 307 and sent by e-mail to contest entrants.

The Program

- For questions about Business Idea Contest and submissions, contact the Leatherby Center for Entrepreneurship in Beckman Hall 307F.
- Students submit Business Ideas by Thursday, March 27, 2008 2:00pm.
- Five Finalists are selected and informed on April 8, 2008.
- Finalists can submit business plans by April 21, 2008.
- Presentations to judges and investors Tuesday, April 29, 2008:
3:30 p.m. Reception/4:00 p.m. to 6:30 p.m. Presentations/ followed by judging
- Announcement of award winners on or before April 30, 2008

The Prize Awards*

- 1st Prize:** \$5,000 + \$5,000 Worth of Business Consulting from Keith Pham
2nd Prize: \$2,500
3rd Prize: \$1,250
4th Prize: \$750
5th Prize: \$500

**Prize money is taxable income and may affect need-based financial awards.*

Prize Sponsors: *Stradling Yocca Carlson & Rauth*

Keith A. Pham, Chapman University EMBA 2005

**Contact: P.K. Shukla, Ph.D., Director 714-997-6817 shukla@chapman.edu
Leatherby Center for Entrepreneurship and Business Ethics Beckman 307F**