



2016 BUSINESS IDEA CHALLENGE

About Business Idea Challenge:

The Annual Business Idea Challenge offers driven, business savvy, local college students the chance to showcase their entrepreneurial talents in a business idea plan competition. Students will have the opportunity to build their businesses from the ground up, considering everything from marketing and branding, to research and logistics. Innovative ideas are welcome from students of Albright College, Alvernia University, Kutztown University, Penn State Berks and Reading Area Community College.

Contest Guidelines

- Students must submit a PowerPoint Presentation and Cash Flow Budget Abstract using the Idea Challenge Templates provided. Top proposals will be selected from each school for recognition. The number recognized will be based upon quality of proposals. The top four proposals from all entries received will then present their business ideas to a panel of judges who will determine the Challenge's ultimate First, Second and Third Prize Finalists who will receive monetary awards. NOTE: The Chamber reserves the right to reduce the number of awards based upon the quality of applications submitted.
- The business idea must be for profit. Ideas for nonprofit organizations are not acceptable for this competition.
- Students may participate as individuals or may form teams; however, a participant must be a currently registered, full time or part time undergraduate student, or have graduated within the last 12 months, of Albright College, Alvernia University, Kutztown University, Penn State Berks, and Reading Area Community College. Winners will be required to show a student ID to claim their prizes. Faculty may serve as advisors/mentors but are strictly prohibited from participating as team members.
- Finalists must participate in the presentations to the panel of judges to be eligible to win any of the prizes. No make-up dates will be provided.
- Submissions will not be returned to the participants.
- Winners agree to release their name and image for publicity purposes.

Timeline:

March 14, 2016	Deadline to enter, first round judging and finalists selected.
April 8, 2016	Finalist presentations to panel of judges.
April 26, 2016	Top three finalist present to Greater Reading Chamber Board of Directors. Winners announced.

Business Idea Challenge Sponsor:

