



CENTER FOR INNOVATION  
AND ENTREPRENEURSHIP  
CLAREMONT MCKENNA COLLEGE

# CASE COMPETITION 2017

We are pleased to announce that **The Center for Innovation and Entrepreneurship** is hosting a startup case competition with a focus on improving student life on campus!

## \$2,000 award for the winning team!

**THE CHALLENGE:** You and your teammates are responsible for the ideation of a startup that somehow improves student life at the Claremont Colleges. The idea could be anything from a mobile application, to a hardware product, to a student business. Each team will pitch their startup ventures to a panel of expert judges who will decide the winning team. Each pitch should address the following:

- Identification and summary of campus issue
- How the proposed venture will solve this issue
- Venture implementation plan and marketing strategies
- Future growth plan including cost and revenue breakdown

**WHAT:** In-person presentation (maximum of 10-minute pitch + 5-minute Q&A), to be evaluated by a panel of CMC professionals including faculty, staff, alumni, and members of the CIE Board of Directors.

**WHO:** Limited to twelve teams of four current 7C students. Sign ups will be collected via Google Form on a first come, first serve basis starting at **12:30pm on Tuesday, September 5th**. Team submissions must include the names and emails of all team members. By submitting your team you are committing to participate in all scheduled events.

### WHEN:

**Registration Time:** Tuesday, September 5th, 12:30pm

**Workshop 1:** Friday, September 8th, 2017, 12:15pm-1:15pm (lunch provided)

**Workshop 2:** Friday, September 15th, 2017, 12:15pm-1:15pm (lunch provided)

**Competition Day:** Saturday, September 23rd, 2017

**WHERE:** **The Bauer Center, and The Kravis Center**, including Bauer Forum and Freeberg Forum.

**WHY:** This competition is designed to be a challenging, enjoyable, and rewarding learning experience in:

- the exploration of issues involved with being an entrepreneur
- active critical thinking, teamwork, and group presentation skills

### Announcement of winners:

No later than Saturday, September 30th, 2017. Distribution of award checks will occur immediately thereafter.

**Questions:** please direct to Patrick Hennessey at [phennessey19@cmc.edu](mailto:phennessey19@cmc.edu)