**STARTUP CHALLENGE FOR FIRST-YEAR COX STUDENTS**

*TOP FIVE STARTUPS WILL WIN*

\*\*\*\*\*\*\*\*\*

Dinner with a professional investor

Automatic entry into the Entrepreneurship Club

Free Entrepreneurship Club T-shirt

WHO – First-Year Cox Students

HOW – CREATE A TWO TO THREE MINUTES VIDEO ABOUT YOUR STARTUP IDEA

WHAT - Submit your startup video link to Nancy J. Hong, nhong@smu.edu

**Video requirements**:

 Originality

 Concise

 Target market

 Vision

 Monetization

 Presentation

WHEN: Submit by 10/9

Judging process based on your videos:

1. Entrepreneurship officers – first round
2. The Caruth Institute for Entrepreneurship at SMU – second round
3. Experienced entrepreneurs & investors in the community – final round

**Winners will be notified via email – 10/16****Questions****?** **nhong@smu.edu**