

# STARTUP CHALLENGE FOR FIRST-YEAR COX STUDENTS

## TOP FIVE STARTUPS WILL WIN

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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](mailto:nhong@smu.edu)

**Video requirements:**

Originality  
Concise  
Target market  
Vision  
Monetization  
Presentation

WHEN: **Submit by 10/9**

Judging process based on your videos:

- I. Entrepreneurship officers – first round
- II. The Caruth Institute for Entrepreneurship at SMU – second round
- III. Experienced entrepreneurs & investors in the community – final round

**Winners will be notified via email – 10/16**

**Questions?** [nhong@smu.edu](mailto:nhong@smu.edu)