**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:

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