

2007-2008

JOAN F. & JOHN M. THALHEIMER '55 STUDENT ENTREPRENEURS COMPETITION

Important Dates and Target Deadlines:

Submit Executive Summary for Mentoring	Oct 12
Mentoring Sessions will be conducted	Oct 15-24
Proposals due	Oct 25
Finalist Interviews	Oct 30-Nov 1
Winners Announced	Nov 4

This competition gives undergraduates, graduate students and faculty the opportunity to work together to turn innovative ideas into real businesses..



2006 SEC Winner: *Michael McCreary MKT '07*
Lehigh Valley Grand Prix. LLC
649 South 10th Street, Allentown, PA

- Have an idea for an innovative new product, business or technology?
- Think it has commercial or social potential?
- Looking for funding, time, academic credit and mentoring for your entrepreneurial endeavor?
 - Request an individual mentoring session by submitting executive summary by October 12
 - Submit final application/proposal by October 25

For Information Contact:
Lisa Getzler-Linn
Director, Thalheimer SEC
610 758 4620
lig4@lehigh.edu

Co-Sponsored By Lehigh University's
Integrated Product Development (IPD) program
Integrated Business & Engineering (IBE)
Entrepreneurship Minor
Entrepreneurs Network



LEHIGH
UNIVERSITY

2007-2008

JOAN F. & JOHN M. THALHEIMER '55 STUDENT ENTREPRENEURS COMPETITION

Applicants

- Have an idea for an innovative new product, business or technology?
- Think it has commercial or social potential?
- Looking for funding, time, academic credit and mentoring for your entrepreneurial endeavor?
- Can request an individual mentoring session by submitting executive summary by October 12
- Must submit final Proposal by October 25

Winners

- Lead an entrepreneurial student development team with assistance of faculty advisors and program infrastructure
- Receive seed funding and the opportunity to win up to \$20,000+ in additional grant money
- Develop your proposal into a business plan and build product prototypes
- Register for Entrepreneurship 3, IPD or IBE Capstone Courses, appropriate senior project course, independent study, or graduate course

This competition seeks proposals with the potential to have positive impact through the pursuit of innovative thinking and a sustainable business model, on Lehigh University, Bethlehem, the Lehigh Valley, the Commonwealth of Pennsylvania, the United States and the world.

Finalists notified by October 29 & interviewed October 30-Nov 1. Winners notified by November 4, 2007

For Information Contact:
Lisa Getzler-Linn
Director, Thalheimer SEC
610 758 4620
lig4@lehigh.edu

Co-Sponsored By Lehigh University's
Integrated Product Development (IPD) program
Integrated Business & Engineering (IBE)
Entrepreneurship Minor
Entrepreneurs Network



LEHIGH
UNIVERSITY

2007-2008

JOAN F. & JOHN M. THALHEIMER '55
**STUDENT
ENTREPRENEURS
COMPETITION**

Proposal Requirements:

Submit six proposal booklets each containing:

- A one page executive summary
- Up to 5 additional pages of the (body) proposal
- A team resume section (Individual resumes are not to exceed 2 pages)
- A signed Eligibility and Confidentiality Statement for each team member

Proposals will be reviewed & judged according to:

- Economic and technical feasibility
- Quality of product(s), service(s) and/or solution(s)
- Market opportunities and competition
- Team qualifications
- Overall attractiveness of the venture

Place Proposal materials in an envelope with your corresponding team name and your contact information displayed on the front, addressed to "Thalheimer SEC" and send or deliver to:

Lisa Getzler-Linn
Wilbur Annex 11 E Packer Ave
Bethlehem, PA 18015

Deadline: 3pm Thursday, October 25, 2007

Proposal materials or copies of materials will not be returned to you.

Finalists notified by October 29 & interviewed Oct 30-Nov 1.

Winners notified by November 4, 2007.

For Information Contact:
Lisa Getzler-Linn
Director, Thalheimer SEC
610 758 4620
lig4@lehigh.edu

Co-Sponsored By Lehigh University's
Integrated Product Development (IPD) program
Integrated Business & Engineering (IBE)
Entrepreneurship Minor
Entrepreneurs Network



LEHIGH
UNIVERSITY

2007-2008

JOAN F. & JOHN M. THALHEIMER '55 STUDENT ENTREPRENEURS COMPETITION

Guidelines for Writing an Executive Summary of Concept For Submission to the Lehigh University Student Entrepreneurs Competition

The goal of the Executive Summary is to clearly articulate the business model and marketability of the new product or service; describe its potential for success (in the case of social ventures, sustainability and social impact); and communicate the Student Entrepreneurship team's ability to execute and succeed in its business goals. The Executive Summary document should be 1 to 2 pages. Keep in mind, the Executive Summary is an overview – you will identify the details in the full application/proposal. Use the structure below to guide your summary

New Venture Idea

- What existing need or want does the concept fill? In other words, what is the problem you solve?
- Describe the service/product - will it change the way people live, work or do business?
- Who is your customer?
- What is the unique selling benefit - why will they buy?

Market Analysis

- Who is the present competition?
- What is your competitive advantage?

Management

- What are the current team's (or individual's) qualifications for executing this plan successfully?
- Who are the necessary key team members (the ones you already have as well as the ones you'll need to recruit)?

For Information Contact:
Lisa Getzler-Linn
Director, Thalheimer SEC
610 758 4620
lig4@lehigh.edu

Co-Sponsored By Lehigh University's
Integrated Product Development (IPD) program
Integrated Business & Engineering (IBE)
Entrepreneurship Minor
Entrepreneurs Network



LEHIGH
UNIVERSITY