

2009-2010

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

A Eureka! Ventures Competition Series

Important Dates and Target Deadlines:

Submit Executive Summary for Help Session	Oct 12
Help Sessions will be conducted	Oct 14-23
Proposals due	Oct 26 by 10:00am
Finalist Interviews	Oct 28-30
Winners Announced	Nov 3

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



Joan and John Thalheimer are pictured with Thalheimer award winners Rick Arlow '09, Zach Bloom '09, and Brian Bucholz '09 of LifeServe Innovations. They are accompanied by Dean Paul Brown (left) & Dean David Wu (right).

- 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?
- If you need or want guidance writing your proposal, submit an executive summary by October 12 so that you may be scheduled for an individual help session
- Submit final application/proposal by October 26 by 10:00am

For Information go to:

www.lehigh.edu/entrepreneurship
Or Contact: Lisa Getzler-Linn
Director, Eureka Competition Series
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



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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?
- If you need or want guidance writing your proposal, submit an executive summary by October 12 so that you may be scheduled for an individual help session
- Must submit final Proposal by October 26 by 10:00am

Winners

- Lead an entrepreneurial student development team with assistance of faculty advisors and program infrastructure
- Receive seed funding and the opportunity to win 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 27 & interviewed October 28-30. Winners notified by November 3, 2009

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Eligibility and Confidentiality Statement

In order to participate in the Thalheimer Student Entrepreneurs Competition at Lehigh University, each team must have one or more of the following as a member: a current undergraduate or graduate student enrolled full time at Lehigh University. The Lehigh student must be available to enroll in IPD, IBE Capstone Course sequence, Entrepreneurship 3, relevant senior design or capstone course, or appropriate graduate course beginning in January 2010.

Thalheimer Student Entrepreneurs Competition seed funding will be managed by the IPD/Entrepreneurship Projects Office for project expenditures, not paid to the winners in cash.

Once the winning Proposal(s) have been chosen, only the Lehigh University students named in the original Proposal package submitted on October 26, 2009 will be considered the Thalheimer Student Entrepreneurs Competition Winners. Any additional students or faculty recruited will be considered team members at large.

Thalheimer Student Entrepreneurs Competition Winner(s) may assemble a team of students on their own or may recruit additional team members from the pool of students enrolled in IPD/IBE Capstone and Entrepreneurship 3 courses.

All members of the Thalheimer Student Entrepreneurial Team (whether named in original proposal or part of recruited team) will be participating in a project that may create or include information that may be confidential in nature. Each team member will be required to sign a Non Disclosure Agreement (provided) by January 15, 2010.

All authors of winning Proposals will be offered an Intellectual Property Agreement between the individuals named in the proposal and the university. The additional team members at large (not named on the original Application/Proposal) may or may not be added to the IP Agreement at the discretion of the SEC Winner(s).

Please certify your team's understanding of & adherence to these conditions by including a copy of this Statement, signed and dated by all authors of Proposal. This signed statement must accompany Proposal.

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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)?

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Proposal Requirements:

Submit seven 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: 10:00am Monday, October 26, 2009

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

Finalists notified by October 27 & interviewed Oct 28 - 30.

Winners notified by November 3, 2009.

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