

The Enterprise Center at Calvin College announces the



# Calvin College Big Idea Contest



Do you have an award-winning idea? Then the **Big Idea Contest** is for YOU!

The **Big Idea Contest** is a college-wide competition to promote innovation and entrepreneurship among the students of Calvin College. The contest will recognize and reward students that submit ideas for new products that display the greatest potential to improve lives and succeed in the marketplace. Each submitted idea will be evaluated based on its technical feasibility, market potential and social impact. Four contest finalists will each receive a \$25 gift certificate from the Campus Store. Finalists will also be given an opportunity to pitch their product idea to a panel of judges for the grand prize of \$200.

**What: The Big Idea Contest**

**Who: All Calvin College students**

**When: October 26, 2009 – November 20, 2009**

**Where: Application forms available at [www.calvin.edu/enterprise/](http://www.calvin.edu/enterprise/)**

**How: email completed Application Form to [enterprisecenter@calvin.edu](mailto:enterprisecenter@calvin.edu)**

The Enterprise Center at Calvin is sponsoring the Big Idea Contest to encourage innovation and entrepreneurship among Calvin College students. This contest is open to all Calvin students.

*We recognize that innovation is one of the primary drivers of economic prosperity. This contest is designed to encourage Calvin students to embrace this realization and to develop a mindset that is focused on innovation. "We see the Big Idea Contest not as a one-time event, but as an initial step in establishing a sustainable culture of innovation within the Calvin student community," says Michael Harris, Executive Director of the Enterprise Center.*

*Sponsored by the Enterprise Center at Calvin, the Campus Store and the Kern Family Foundation through a KEEN Grant*



## 2009 Big Idea Contest The Competition

### ROUND 1 – Idea Submittal

Students fill out and submit the online application form. We want to know what your idea is, how you think it could be turned into reality, and why you think this is such a good idea (what benefit it will bring to the community). We don't just want to reward a good idea. Furthermore, we also want to see your idea happen. To help you with this process, the Enterprise Center will provide finalists with guidance to help bring the idea to the marketplace. Do you have lots of ideas? Students can submit more than one idea/application. However, only one idea per student can move on to the final round.

Each idea will be evaluated based on three metrics:

1. Technical feasibility (can it be built)
2. Market potential (can it be produced and sold for a reasonable profit)
3. Social impact (how will it improve lives)

Some suggested categories of ideas include:

- Products that improve society
- Products that improve healthcare
- Products that improve the environment

Application forms will be accepted until 5pm on November 20, 2009.

### ROUND 2 – Idea Pitch

Based on the submitted Application Forms, the top four ideas from all submitted Applications will be selected as contest finalists. Each finalist will be notified and will be invited to pitch their product idea to a panel of judges on December 4, 2009. Finalists will be given 5 minutes to pitch their idea to the panel of judges. Visual aids, props or handouts can be used to add impact to your presentation. However, no technology support will be provided (e.g. no Powerpoint presentations). Pitches will each be followed by a 5 minute Question and Answer session with the judges. Finalists will each be scored on three metrics:

1. Originality and creativity of the idea
2. Viability of the idea (both technical and business)
3. Ability to thoroughly answer judge's questions

The results of round 2 will produce a 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> place winner who will each receive a \$25 gift certificate from the Campus Store. The 1<sup>st</sup> place winner will receive a \$200 grand prize in addition to the \$25 gift certificate from the Campus Store.

**2009 Big Idea Contest  
Application Form (page 1 of 2)**

Submittal deadline is 5pm on November 20, 2009  
Finalists will be notified by phone or e-mail by the week of November 30, 2009

Please send questions or comments to [enterprisecenter@calvin.edu](mailto:enterprisecenter@calvin.edu)

Please fill out the following information and e-mail the completed form to:  
[enterprisecenter@calvin.edu](mailto:enterprisecenter@calvin.edu)

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ Year of Birth: \_\_\_\_\_

Year of College Education (circle one): FR SO JR SR

Academic Major: \_\_\_\_\_

1. Describe your product idea (100 words or less).

2. What problem does your product solve, or what opportunity does it seize (100 words or less)?

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Submittal deadline is November 20, 2009

3. How technically feasible is your idea (circle one)?

- a. Very High (all needed technology exists and is readily available)
- b. High (all needed technology exists and is available)
- c. Moderate (most technology exists or can be easily developed)
- d. Low (will require significant new technology development)
- e. Very Low (will require extensive new technology development)

4. What is the basis for your answer to question 3 (25 words or less)?

5. If developed, what is the market sales potential for your product (circle one)?

- a. Very High (net profits > \$1 million per year)
- b. High (net profits > \$500,000 per year)
- c. Moderate (\$100,000-\$500,000 per year)
- d. Low (<\$100,000 per year)
- e. Very Low (<\$25,000 per year)

6. What is the basis for your answer to question 5? For example, have you projected the annual sales (in units)? Have you estimated the profit per unit sale? (25 words or less)

7. How will your product benefit society (50 words or less)?

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**IMPORTANT NOTICE - IF YOU DO NOT AGREE WITH THE FOLLOWING DO NOT APPLY:**

The Big Idea Contest is intended to encourage innovation and entrepreneurial thinking among the students of Calvin College. As such, it is for educational purposes only. By submitting your idea(s) to the Big Idea Contest you acknowledge and agree that you are making a submission solely for purposes of being considered for a contest award. You understand that your email submission is not confidential and no confidential or fiduciary relationship is intended or created by making an email submission. By making an email submission, you release the Enterprise Center at Calvin and its respective directors, officers, shareholders, and employees from any and all claims relating to your email submission, including and without limitation arising from the risk of misdirection or misdelivery of your email.