THE 2015 MITCHELL CHALLENGE
A TEAM-BASED ENTREPRENEURIAL COMPETITION

SPONSORED BY THE MITCHELL COLLEGE OF BUSINESS
UNIVERSITY OF SOUTH ALABAMA

The Mitchell Challenge is a team-based entrepreneurial competition open to teams of sophomore and junior students at Mobile and Baldwin County high schools. Students will present their original entrepreneurial idea to a panel of judges from the area business community. The competition has two rounds.

ROUND 1
MY IDEA: A POSTER COMPETITION

In the first round, students have the opportunity to present their business ideas in a poster style format. Judges will be members of the Mobile and Baldwin County Business Community and will have the opportunity to “invest” in your idea. Each judge will have a fixed amount of funds to invest in a limited number of ideas.

Participants in this competition will need to create a poster that is self-explanatory. It is extremely important that the poster attract potential investors (the judges). The poster does not have to have all of the details of the project, merely enough information to pique the investor’s interest, generate questions, and entice the judge to invest their funds to hear more about the project. The participating team member will have at most one or two minutes to explain their idea to the judges and answer questions. Posters should be freestanding and be no more than a maximum of 36” high and 48” wide (A tri-fold poster with a center panel that is 24” wide with two sides of 12” each is recommended. Posters are not due until the day of the competition. No electricity will be available to power the poster.

ROUND 2
JAG CAGE: A “SHARK TANK” COMPETITION

Four teams from the My Idea competition move to the second round. These four teams will be determined by the amount invested by the judges in the My Idea Round. Each team will have ten minutes to present a PowerPoint presentation detailing their business plan to a panel of judges. The presentation will be followed by a ten minute question and answer session with the judges to gain provide additional information and gain further insight into the business. Each session will be strictly timed.

The panel of judges will determine the best plan based on their assessment of the originality and feasibility of the idea, the quality of the business plan, and the oral presentation. Each member of the winning team will receive a $5,000 scholarship to the Mitchell College of Business at the University of South Alabama.
RULES, TIMELINE, AND FURTHER INFORMATION

GENERAL RULES
(1) Teams are limited to four members. Each member must be a sophomore or junior student in good standing at the institution sponsoring the team. The team may submit an alternative that will participate in the competition ONLY in the event that one team member is unable to attend on the day of competition.

(2) All plans and other required information will be submitted electronically to mitchellchallenge@southalabama.edu.

(3) Teams with posters exceeding the size limits will be disqualified.

(4) Business plans are limited to ten pages; appendices (financial statements, illustrations, and other auxiliary documents) are limited to an additional ten pages. Plans should be double-spaced using 11 or 12 point font. Plans exceeding the limitations will be disqualified.

TIMELINE

March 2, 2015 (Monday)
Team profile information form due. The form should be e-mailed to the above address.

March 30, 2015 (Monday)
Final business plan due. The plan should be e-mailed to the above address.

April 18, 2015 (Saturday)

    2015 Mitchell Challenge
    (all events in the Mitchell College of Business)

    8:00    Round 1 Set Up    2nd Floor Lobby
    9:00    Round 1 Judging Begins    2nd Floor Lobby
    10:30   Round 1 Judging Ends
    11:00   Round 1 Winner Announcement    2nd Floor Lobby
    11:30   Participant/Sponsor Lunch    To Be Announced
    1:00    Round 2
    3:30    Round 2 Winner Announcement    2nd Floor Lobby