



GRKIZ Business Idea Challenge

Would you like to get paid for a great idea?

Turn that idea into a business plan and you could walk away with at least \$1,000!

Enter online at grkiz.com

To encourage students to consider entrepreneurial opportunities, the **Greater Reading Keystone Innovation Zone** is conducting a **Business Idea Challenge** open to students of Albright College, Alvernia University, Kutztown University, Penn State Berks, and Reading Area Community College.

The GRKIZ is a public-private partnership whose mission is to increase job growth by assisting technology, biomedical, information technology or advance material diversified manufacturing companies. For more information about the GRKIZ Business Idea Challenge, visit grkiz.com or grkiz2011Competition.istart.org.

Important Dates: **March 25** - Deadline to enter. **April 1** - Round 1 winners announced.

April 8 - Round 2 Presentations and Winners Announced. (Must be present to win.)

Rules:

1. Students must complete the [online application](#) by **March 25**. Up to three proposals will be selected from each school for prizes. The three winners from each school will receive \$500 for First Place, \$250 for Second Place, and \$100 for Third Place. The First and Second Place winners from each school will then present their business ideas to a panel of judges who will determine the Challenge's ultimate First Prize Finalist who will receive \$1,000. The Second Place Finalist receives \$750, the Third Place Finalist receives \$500, the Fourth Place Finalist receives \$250, and the Fifth Place Finalist receives \$125; all others will receive gift cards. These prizes are in addition to the first round of school-level prizes, described above.

NOTE: GRKIZ reserves the right to reduce the number of awards per round based upon the quality of applications submitted.

1. The idea must be related to technology. For example, it could be related to computer hardware, software, multimedia, web-based technologies, alternative energy, or medical technology. It does not have to be a new product development; instead it could be a new application of an existing technology or an improvement in a process that uses technology.
2. The business idea must be for profit.
3. Students may participate as individuals or may form teams; however, the Team Captain must be a currently registered, full time or part time undergraduate student of Albright College, Alvernia University, Kutztown University, Penn State Berks, and Reading Area Community College. Winners will be required to show a student ID to claim their prizes. Faculty may serve as advisors/mentors but are strictly prohibited from participating as team members.
4. Winners at the school-level competition must participate in the presentations to the panel of judges to be eligible to win any of the final challenge prizes. Team Captain must lead presentation. No make-up dates will be provided.
5. Submissions will not be returned to the participants.
6. Winners agree to release their name and image for publicity purposes.
7. Submissions should be submitted online at grkiz2011competition.istart.org. If you have questions, please contact Jennifer Leinbach at 610.898.7778 or jleinbach@GreaterReadingChamber.org.