The Goal: Identify the most innovative students at Southeast

The 21st Century will belong to innovators who can turn ideas into action. Are you or your friends innovative? Do you belong to an organization of innovators? Yeah, PROVE IT!

The Challenge: Turn nothing into something

Teams competing in the challenge will be given an everyday object and have 5 days to create as much value as possible using the object. You won’t know what the object is until the official unveiling at the opening ceremony of Global Entrepreneurship Week, Monday, November 17 at noon.

The Prize: $1,000 cash to one winning team in 5 categories

1) Residence Halls
2) Greek Social Organizations
3) Student Organizations
4) Student Body (any team of students)
5) The People’s Choice (selected at the awards ceremony by the crowd)

Are you up to the Innovation Challenge?

If you want a chance to win $1,000 and have the bragging rights as THE MOST INNOVATIVE on campus, read the official guidelines that follow and register a team.

The imagine it! Innovation Challenge is brought to you by:

Student Government
Southeast Center for Entrepreneurial Studies
imagine it! Innovation Challenge

Official Guidelines

The essence of entrepreneurship is about leveraging resources and taking action with the goal of creating value.

General Rules

- Teams of two (2) or more Southeast students are eligible to participate in one of five competition categories. All members of a team must meet the criterion of the chosen category to participate. Teams may only participate in one competition category. Students may participate on more than one team.

- Competition Categories:
  - Student Organizations — Made up only of students that are members of a registered student organization.
  - Residence Hall Floors — Made up only of students that are residents of any campus hall FLOOR.
  - Greek Social Organizations — Made up only of students that are members of a Greek social organization.
  - Student Body — Made up of any Southeast students.
  - People’s Choice — One grand prize will be available for teams that participated in the other four categories but did not win. The winner will be decided by the audience attending the awards ceremony on Friday, November 21, at noon in Glenn Auditorium in Dempster Hall. Who can make the most noise for their team? Bring all your friends and get loud to win this category!

- The challenge is to create as much value as possible using an object to be revealed on November 17. Value can be measured on any scale a team chooses. Remember, value comes from actually implementing your ideas and delivering results. To be successful, challenge assumptions, seize opportunities, be creative, and Make it Happen!

- Teams will be provided the everyday object, which is used to create value during the challenge at the opening ceremony of Global Entrepreneurship Week at Southeast on Monday, November 17 at noon in Glenn Auditorium, Dempster Hall.

- At least one (1) team member of each team is required to attend the opening ceremony to receive the challenge object. Teams must check-in outside the auditorium door before noon in order to receive the challenge object.

- Teams have until Friday, November 21 at 6:00 am to complete the challenge and create a video of three (3) minutes or less. The video should effectively tell the story of how the team approached the challenge and what results it generated. Note that production quality of the videos will NOT be a judging criterion — it’s the substance of the value created and innovativeness exhibited that counts.

- Teams will upload the video to the Redhawk’s Innovation Challenge YouTube page by Friday, November 21 at 6:00 am Central Time. For more information on uploading and submitting the video, see details below.

- A panel of judges consisting of business, civic, and university leaders will judge each video in the five (5) competitive categories based on the substance of the value created and innovativeness exhibited.

- Prizes: A $1,000 cash prize will be awarded to one (1) team in each of the five (5) competition categories. Teams are encouraged to donate their winnings and any economic value created during the challenge to a student organization or non-profit organization on campus or in the community.

- Winning videos will be showcased at the awards ceremony on Friday, November 21 at noon in the Glenn Auditorium, Dempster Hall. Teams are encouraged to invite friends and supporters to the showcase event because the crowd will decide the People’s Choice competition category winner.

- Remember, value comes from actually implementing your creative ideas; unexecuted ideas may be submitted but will likely not qualify for prizes. To be successful, challenge assumptions, seize opportunities, and be innovative!
Team Registration and Challenge Video Submission

- Here are the logistics:

- TEAM REGISTRATION: Team registration is required by no later than 10:00 a.m., Monday, November 17. To register a team, complete the registration form (http://cstl.semo.edu/ces/gew_imagine.htm). All teams must register to compete. Registration only requires a team name, team leader name and e-mail contact, and selection of a competition category.

- Teams have until Friday, November 21 at 6:00 am to complete the challenge and create a video of three (3) minutes or less. Note that production quality of the videos will NOT be a judging criterion – it’s the substance of the value created and innovativeness exhibited that counts.

- INNOVATION CHALLENGE VIDEO SUBMISSION - Upload the video to the Redhawk’s Innovation Challenge YouTube page by Friday, November 21 at 6:00 am Central Time.

- **YouTube** will be the video platform for uploading Innovation Challenge videos.
  - Directions on uploading to YouTube
    1. If you do not have a YouTube Account, create one now (http://www.youtube.com/signup) and join our Youtube group (http://www.youtube.com/group/redhawksinnovation).
    2. Make sure your video is under 3 minutes or less and no more than 100 MB and upload it here (http://www.youtube.com/my_videos_upload). Your video title should include the name of the TEAM used to register for the Innovation Challenge.
    3. Next, add your video to the Redhawks Innovation YouTube group (http://www.youtube.com/groups/addvideos?name=redhawksinnovation).
    4. The last step. In order to be considered for the competition, you must e-mail your video’s URL along with your team name to jstapleton@semo.edu by Friday, November 21 at 6:00 am, Central Time. You can find the URL by clicking on your video in our YouTube group. You will receive a confirmation e-mail indicating official acceptance of your video submission.
    5. If you have any other technical issues, please refer to the YouTube Help Section.

For more information about:

**Global Entrepreneurship Week at Southeast Missouri State University**

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Visit: cstl.semo.edu/ces