



GLOBAL ENTREPRENEURSHIP WEEK

AN INVESTMENT IN THE
LEADERS OF TOMORROW

November 17-23 2008

“THE EDGE”

Teams from high schools, community college and Fresno State will be participating in the first ever Global Entrepreneurship Week Challenge called “The Edge.”

WHEN AND WHERE

Thursday, November 20, 2008
beginning at 3:00 pm
Lyles Center for Innovation & Entrepreneurship
5010 N. Woodrow Avenue
2nd floor of Student Recreation Center
Fresno State Campus

ABOUT THE CHALLENGE

The challenge will be won by taking a group of everyday objects and creating a make believe or real product from the items. Remember, entrepreneurship requires creativity, innovation and the ability to leverage resources to create value. . . you must challenge assumptions, seize opportunities, and be creative!

Each team will present their idea and product to the judges. Whoever successfully creates a product for their target group with the most value wins.

COMPETITION DETAILS

Each team of four students will receive a box of objects and a target audience. The objects will not be made known until this time.

Teams will have 30 minutes to create their product and their presentation. Each 3 minute presentation must include:

- The name of the product
- The features of the product
- The benefits your product offers to customers

Teams will be judged based on:

- Creativity
- Degree of risk taken
- Degree of entertainment

How will you demonstrate
your creativity and
innovation?

Do you ACCEPT THE
CHALLENGE?



**YES! We ACCEPT THE CHALLENGE
to show that we have THE EDGE!**

All registrations must be received by 5 pm, November 17, 2008.



TEAM NAME _____

SCHOOL _____

SCHOOL OR HOME ADDRESS _____

LIST TEAM MEMBERS ON REVERSE.



Background information for this event is available at www.lylescenter.com

Global Entrepreneurship Week “THE EDGE”

NAME OF TEAM CAPTAIN _____

EMAIL _____ PHONE _____

TEAM MEMBER 2 _____

TEAM MEMBER 3 _____

TEAM MEMBER 4 _____

Registrations must be received by **5 pm, November 17, 2008.**
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