

# MEINDERS SCHOOL OF BUSINESS

# INNOVATION Challenge <sup>BPA•DECA</sup> 2015

*The Meinders School of Business Wants Oklahoma's Most Innovative Students!*

Pitch us your idea and you could win a **full-tuition scholarship** to study business at OCU!

## HOW DO I COMPETE?

1

### Form a team and come up with a great idea.

Your innovative idea must not exist yet. Teams may consist of 1 to 4 students. Innovative new idea and pitch must be the original work of the student team.

2

### Make a short video describing your idea.

Produce a 3 minute or less video pitching your innovative idea. The idea must involve a problem in a new, creative way. Ideas must be original, feasible, and scalable. Get your entire team involved in the video!

3

### Submit your team's video by March 18.

Videos will be reviewed within 48 hours of submission.

4

### Promote your video.

Each team will receive their own link to use in their promotion. Get creative and promote your idea to gain as many views as you can! Friends, family, and teachers are a great place to start! Your team will be responsible for generating traffic (views and minutes watched) to their team videos. Views must be organic and may not be purchased through any means.

5

### Receive scholarships!

Six finalist teams will be determined by the combined total of: (.25) Views + Estimated minutes watched (.75).

## PRIZES

Team finalists will present their pitch to a panel of judges during **Entrepreneurship Day on April 22**. Each team member will receive applicable merit and departmental scholarships from OCU, in addition to:

### 1<sup>ST</sup> PLACE:

Up to **\$12,000** in additional scholarship funds (not to exceed full tuition).

### 2<sup>ND</sup> & 3<sup>RD</sup> PLACE:

Up to **\$8,000** in additional scholarship funds (not to exceed full tuition).

### FINALIST:

Up to **\$4,000** in additional scholarship funds (not to exceed full tuition).

*Note: Non-senior students may choose to use scholarship funds beginning the academic year following high school graduation. To qualify for the scholarship prize, students must choose to study business or software engineering at the Meinders School of Business at Oklahoma City University. Visit our website for complete details.*

Please contact Dr. Bob Greve at **(405) 208-5437** or [rgreve@okcu.edu](mailto:rgreve@okcu.edu) for questions about the competition.



**Meinders**  
School of Business  
OKLAHOMA CITY UNIVERSITY

**REGISTER AT [OKCU.EDU/INNOVATIONCHALLENGE](http://OKCU.EDU/INNOVATIONCHALLENGE)**