



FDU Innovation Challenge

Have you ever come up with a unique product or service but never pursued it?

Here is your chance to submit your innovative idea!

This new contest is open to full- or part-time undergraduate and graduate students as well as faculty (including adjuncts) and staff members at Fairleigh Dickinson University. This competition encourages individuals to generate ideas for products or services that are innovative.

Let's unleash the creative and innovative spirit within our University community!

The submission process is simple and short, so we look forward to your entry. Please note that all submissions will be kept confidential unless chosen as a winning entry.

To enter, you simply need to include the following information on a one-page digital form.

The Innovation	Provide a detailed description of your innovative product or service. Your innovative solution can apply to a for-profit company or a nonprofit organization.
Need	What overall need or void does this product or service fill?
Customers	Who will be your target market? How will you advertise?
Uniqueness	Will your product be unique or innovative enough to beat the competition? If so, how?
Competitors	Who are or may be your competitors (direct and indirect)?
Protect Your Idea	How do you plan on protecting your service or product from competitors?
Societal Benefit	Will your product or service somehow benefit society overall?

Awards

Undergraduate Students

1st	\$1,000
2nd	\$500
3rd	\$250

Graduate Students

1st	\$1,000
2nd	\$500
3rd	\$250

Faculty/Staff	\$500
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Mentoring

The Rothman Institute's mentors-in-residence as well as selected faculty are available to provide guidance and helpful tips.

Judging

The judging panel will include corporate executives, entrepreneurs and venture capitalists.

Submission Information

Download form at www.fdu.edu/rothman. Submit one-page form to fduchallenge@yahoo.com by 5 p.m., April 16, 2010. Winners will be honored on May 6.

Questions

Please call the Rothman Institute of Entrepreneurship at 973-443-8842.

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