About the Innovation Challenge

The Innovation Challenge is a campus-wide competition for Muhlenberg students, who work alone or in teams to develop an innovative product or service concept, produce an outline of the idea and how it will work, and then present the proposal to a panel of judges and audience. The Challenge is a co-curricular program that links ideas and action in powerful ways, helping students spend more time deepening their learning through the collaborative, creative process of researching, conceptualizing, and articulating a new venture concept.

Started in 2010 by Trish Boyles, Ph.D. and Entrepreneur-in-Residence Jean Simonnet, this year’s competition is a joint effort between the Entrepreneurial Studies program and the Office of Alumni Relations at Muhlenberg College.

Some statistics over the years: 150 students have benefitted from this program, and 87 projects have been presented to a growing audience of students, faculty and business professionals.

For more information on the Challenge or the Entrepreneurial Studies program at Muhlenberg College, contact the Accounting, Business, Economics, and Finance department.

Email: innovationchallenge@muhlenberg.edu
Phone: (484) 664-3280

6th ANNUAL INNOVATION CHALLENGE

THURSDAY, APRIL 16, 2015

Project Displays: 4:30-5:30 pm
5-Minute Pitches: 5:30-6:45 pm
Judging and Awards: 6:45-7:30 pm
SEEGERS UNION EVENT SPACE
Alumni

Thank you to all of the alumni
who assisted our students
and contributed to the success
of this program.

Marc Parilli ‘69
Ann Richards ‘03
Ron Czajkowski ‘71
Jill Poretta ‘93
Sharon Mahn ‘96
Andrew Horrow ‘10
Pat Fligge ‘10

Coaches

ESTEEMED JUDGES

Thank you to our judges for
taking on the difficult task of
selecting tonight’s top 3 prize-winners.

Anthony A. Durante
Program Manager
Bridgeworks Enterprise Center

Matt Somerfield, President of
**MTS Ventures**

John Dubbs, President of
Recignition, LLC
<table>
<thead>
<tr>
<th>NAME</th>
<th>GRADUATION YEAR</th>
<th>MAJOR/MINOR</th>
<th>HOMETOWN</th>
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<tbody>
<tr>
<td>Alexander Morales</td>
<td>2015</td>
<td>Eco.Major</td>
<td>Landing, NJ</td>
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<tr>
<td>Benjamin Rivera</td>
<td>Wescoe Student</td>
<td>Undeclared</td>
<td>Bethlehem, PA</td>
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<tr>
<td>Dylan Shepcaro</td>
<td>2015</td>
<td>Eco/Fin Major</td>
<td>Westfield, NJ</td>
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<td>Ania Sanchez</td>
<td>Wescoe Student</td>
<td>Undeclared</td>
<td>Allentown, PA</td>
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<tr>
<td>Bridget McNally</td>
<td>2016</td>
<td>Bus. Major</td>
<td>Chatham, NJ</td>
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<tr>
<td>Christina Delgado</td>
<td>Wescoe Student</td>
<td>Bus. Major</td>
<td>Catasauqua, PA</td>
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<tr>
<td>Delvin Formey</td>
<td>2016</td>
<td>Bus/Fin Major</td>
<td>Union, NJ</td>
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<tr>
<td>Gregory Delade</td>
<td>2015</td>
<td>Bus. Major</td>
<td>Chatham, NJ</td>
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<td>Michael Harris</td>
<td>2016</td>
<td>Bus. Major</td>
<td>Bethlehem, PA</td>
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<tr>
<td>Henry Evans</td>
<td>2016</td>
<td>Bus. Major</td>
<td>New York, NY</td>
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<td>James Cody</td>
<td>2015</td>
<td>Eco/Fin Major</td>
<td>Chesapeake, VA</td>
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<td>Noah Dach</td>
<td>2016</td>
<td>Bus. Minor</td>
<td>Calabasas, CA</td>
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<td>Jalai Kahn</td>
<td>2018</td>
<td>Undeclared</td>
<td>Center Valley, PA</td>
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<tr>
<td>Thomas Yanushefski</td>
<td>2018</td>
<td>Bio. Major</td>
<td>Zionsville, PA</td>
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<tr>
<td>William Bowman</td>
<td>2018</td>
<td>Undeclared</td>
<td>Manalapan, NJ</td>
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Collaboration is Key

This year’s event featured a number of collaborations. The most obvious one is among the students themselves, working in teams or helping one another with their projects. In addition, our alumni coaches did a great job this year - students reported having many helpful and inspiring conversations.

The top-notch staff in Alumni Affairs lent unflinching support to the Challenge. The answer was always “Yes!” and “Let’s do it!” Without the help from Pat Fligge ‘10 and Deb Klinger in particular, this event would have faltered early and hard. Their efforts ensured energizing engagement with Muhlenberg alums and community partners, and our hospitality and staff support during tonight’s event.

The work of the Entrepreneurial Studies program has always been funded generously and promoted vigorously by William Miers ‘49. Without his early and frequently renewed commitments, and his willingness to go along with new experiments, projects like the Innovation Challenge would not be sustainable.

Competition and Prizes

This year’s competition follows the successful path from last year. Instead of encouraging full-blown business plans, contestants had to leap many smaller hurdles on a weekly basis, conducting research, developing their ideas, and pitching them to panels. A very long business plan may be necessary at some point for these ventures, but not at this early stage. Finally, we paired student teams up with alumni students and their coaches.

This process recognizes that while busy undergraduates can generate great ideas, they may not have time to develop them fully in one semester. These projects are
the start of something great, early in their conceptual development, and for some, months away from being ready to launch. Early encouragement increases the chance of a venture getting to launch, and the Challenge provides that in a spirit of friendly competition.

This year, there are three prizes: first prize, $2000.00; second, $1400.00; third, $1000.00. Runners up will get $150.00. We’ll reserve that $2000.00 for the right moment!

Does the prize money matter? Of course, but in a very symbolic way; our prize amounts are below what these projects need to get started. Instead, they represent a vote of confidence that sure can’t hurt!