All entries must be business plans for scalable ventures in sports/outdoors industries. The following list provides examples of acceptable industries:

- Sports equipment
- Sports apparel
- Outdoor equipment
- Camping, fishing, hunting gear, apparel, services
- Fitness and nutritional products/services
- Sports performance products/services/technologies
- Anti-doping detection and preventative products/services
- Fitness gear
- Fitness apparel
- Fantasy sports
- Sports related statistical/analytical services
- Sports/outdoors/fitness related social media
- Sports/outdoors/fitness related media
- Online fitness communities and services
- Wellness products, services, technologies
- Sports/outdoors/fitness related web sites, social media, gaming

**Applicant Teams**
Each applicant team **must** represent a university, college, community college, or technical institute.

Teams **must** be comprised such that at least 50% of the principals are currently enrolled undergraduate or graduate students at the time of application.

**Competition**
Teams will be invited to Colorado Springs to compete in the competition finals April 24-25, 2014. Winners will be announced at the awards banquet on Friday evening, April 25th.

**Prizes**
1st Place: $15,000
2nd Place: $7,500
3rd Place: $2,500
4th Place: $1,000

**Official Rules**
The official rules for this competition are available here: [http://bit.ly/1gqCWS](http://bit.ly/1gqCWS)

**Submission of Business Plans**
Entries must be submitted via the competition website at Gust.com by **March 17, 2014**.

The official site for this competition is: [http://gust.com/organizations/uccs/group_profile_submit_a_startup](http://gust.com/organizations/uccs/group_profile_submit_a_startup)

**Questions?**
Any questions related to this competition should be directed to: Rhea Phaneuf at rphaneuf@uccs.edu

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2014 UCCS Sports/Outdoors Business Plan Competition is hosted by the College of Business and El Pomar Institute for Innovation & Commercialization (EPIIC) at the University of Colorado Colorado Springs

University of Colorado
Colorado Springs