



2014 UCCS Sports/Outdoors Business Plan Competition

April 24 –25, 2014

Held in Colorado Springs, CO

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/1qqCWSt>

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

Questions?

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

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