



Entrepreneurship Competition

Place: School of Business and Public Management, College of Coastal Georgia
Class Location: 101 Academic Commons North, Brunswick Campus

Meeting Time: 7 a.m. to 8 a.m. – Tuesday and Thursday

Coordinator: William S. Mounts, Jr., Dean and Professor of Economics,
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Calendar

February 27 - Introduction: Team formation; Meet mentors; Outline of future classes; Dates of importance; Contact information; expectations

March 1 - What is entrepreneurship? Famous entrepreneurs and typical entrepreneurs; the contribution of an entrepreneur is before businesses are started; Entrepreneurs in economics are the source of movement and creativity; the real work of entrepreneurs is discovery: problem identification; solution testing; The role of canvassing. Entrepreneurs are problem solvers and passion followers. **Your problem – Uses of the former Coastal Regional Commission Building next to Mary Ross Park to come to the river front.** Be prepared to go talk to strangers. Start thinking about solutions now – what would get you to come to town often?

March 6 - **Class meeting is at the CRC Building – required attendance.** Be early. Tour and questions begin at 7 am. Meet Jim and Michael Kaufman. Your problem: Why do people not come to the riverfront? Goal: Use the CRC building and surrounding area to get people come to the river. Start thinking about your team's solution?

March 8 - **The Discovery Canvas** and process described. Does the problem exist? Why? The Mall, St. Simons Pier, school, 25 – 40 people; Canvas results presented March 14. What do you think you will find? Entrepreneurs solve problems. This requires that information is collected to test expectations. What problems exist and how can they be solved.

March 13 – What did you learn? Where and how many? What are their issues and what would they like to see? How is it described? **Solution development** needs to become more formal? Need to use what you learned. Who needs to come downtown? When do they need to come? Do they come at all? Are they customers? Will they pay? Mentor time!

March 15 - Are your solutions reasonable? **Canvas your solution this time.** Does your solution solve the problem? If not, why? Do people see your solution as viable?

Time to test your solution ---- or at least see if you are on the right track. Mentor time!

March 20 - Results? What does your mentor say? What else do you need to do? Do you need to refine your plan? Go back and talk to strangers. **Canvas solution again?** Mentor time!

March 22 - Presentation guidance – **Linda Yates**. What is your pitch? A Power-point is helpful. What do you need to show? Have you clearly stated the problem and the solution? Have you identified yourselves? Are you and your presentation engaging? Do you create interest? **The goal is to get the judges to want to see a business plan in the future.** Videos of pitches. More analysis of your solution. Mentor input; Who are the judges?
(<https://www.youtube.com/watch?v=q7BzmSBim7M>); Grading rubric. Mentor time.

March 27 – Discussion with mentors and group

March 29 – Practice Presentations in front of the class. Review by mentors. What do you need to do to get better? **The goal is to get the judges to want to see a business plan in the future.**

April 3 – No class – Keep working.

April 5 – No class – Keep working

April 10 - Judging rubric. Have you solved the problem with a doable solution? **The goal is to get the judges to want to see a business plan in the future.**

April 12 – Final refinement of your solution and presentation.

April 17 – Practice presentations

April 19 – Presentations – Ritz Theater, 5:30 p.m.