Agricultural Innovation and Value Creation Competition Official Rules

The Agricultural Innovation and Value Creation Competition (AIVCC), sponsored by Vermeer Corporation, is open to teams made up of no more than four undergraduate students from the Iowa State University College of Agriculture and Life Sciences.

Creating value and innovation is an essential part of entrepreneurship. The goal of the competition, hosted by the Agricultural Entrepreneurship Initiative (AgEI), is to encourage CALS undergraduate students to work together to create novel and valuable solutions to problems facing the agricultural, food and bio-energy sectors. And, of course, have fun and enjoy a little competition in the middle of the winter.

The competition works like this:

- **On February 22nd**, the competition organizers will reveal a value-creation challenge to all of the teams participating in the competition. The event will include an overview of the AgEI Program, including new and innovative happenings related to the program, an overview of the AgEI Student Business Incubator program, and finally the reveal of the competition topic. Generally the challenge will involve meeting a particular need or solving a problem relevant to agriculture. At least one representative from each team must be present.

- The basis for measuring value-creation will be determined by a panel of judges – and also revealed as part of the challenge. The measure might be monetary – but it could also involve some aspect of public service, reaching the largest number of people with a particular message. Teams will have one week to complete their project.

- Each team will be required to present their challenge results to a panel of judges and audience members on the evening of **March 1st**. Teams are encouraged to develop a multi-media presentation.

Prizes will be awarded to top teams based on their ranking in the competition.

**How to Get Involved:**
Register your team by **February 22nd** by filling out the registration form and submitting the completed form to acblair@iastate.edu.

Please direct questions to Amanda Blair at acblair@iastate.edu or by phone at 515.294.4945.