Agricultural Entrepreneurship Innovation and Value Creation Competition
Official Rules

The Agricultural Entrepreneurship Innovation and Value Creation Competition, 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 is to encourage CALS undergraduates 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 March 1st, the competition organizers will reveal a value-creation challenge to all of
  the teams participating in the competition. Generally the challenge will involve meeting a
  particular need or solving a problem relevant to agriculture.
- 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 8th. Teams are encouraged to develop a
  multi-media presentation.

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

How to Get Involved:
Register your team by February 23rd by filling out the registration form and submitting the
completed form to 0030 Curtiss Hall.

All teams pre-registered will receive a FREE competition t-shirt.

Please direct questions to Carly Cummings by email at carlyc@iastate.edu or by phone at 515-
294-1802.