CONSUMER PRODUCTS DAY

IS YOUR TEAM READY?
This "Shark Tank-style" event features you, the entrepreneurs and the "sharks", company representatives who challenge you to come up with a "Why didn’t I think of that?" business idea to create the next big consumer product.

- Gather your friends and classmates to be a part of a team. Teams can consist of 4-6 people.
- You’ll need an innovative, creative mind to repurpose a company product for use.
- You’ll need to pitch your idea in a presentation to company reps to advance to the finals.
- Points are awarded to each team for innovation, functionality, sustainability, slogan, marketing for target audience, & societal impact. Pick your teammates (by major) wisely!
- See the back of this card for a detailed agenda.

Friday, April 8th and Saturday, April 9th

CASH PRIZES!
1st Team $2,400
2nd Team $1,600
3rd Team $800

Kimberly-Clark
Dow
Amway
3M
Friday, April 8, 2016

12 - 1 PM: Introduction of Event - Fisher 135
Show up for the intro presentation to learn about the products you will be using and the rules of the event. If you don’t already have a team, this is a great time to pair up with others.

1 - 3 PM Event Kickoff...Which company will you choose? - Van Pelt & Opie Library
This informal interaction with companies gives you the opportunity to see the products you will be using. Product amounts will be limited so make sure you research each companies product. Safety Data Sheets will be provided.

3 - 5 PM Team Registration and Product pick-up - Van Pelt & Opie Library
Register your team name, pick up your product (supplies are limited so have a back up plan in case your 1st choice is not available), and pick a time slot for your Saturday semi-final round to company reps. At least one member from each team must be present at registration.

5 PM (4/8) - 1 PM (4/9) - YOU’VE GOT 20 HOURS TO COME UP WITH YOUR IDEA!

Saturday, April 9, 2016

1 - 4 PM Pitch your Idea to Company Reps - Fisher Hall (rooms TBA at registration)
You will have 7 minutes with a 3-minute Q&A to pitch your idea to companies representing your product. Two teams from each company will advance to finals.

5 - 8 PM THE FINALS - Fisher 135
Top 2 teams from each company will pitch their idea to a panel of judges. You will have 10 minutes with a 5-minute Q&A. CASH PRIZES will be awarded to the top three winning teams.

For more information, visit www.mtu.edu/career or scan the QR code.