

Fall 2009 College of Business Ideation Competition Submission Guidelines

ARC Industries is looking for new, creative product ideas that they may produce here at their Evansville plant. Evansville ARC employs over 300 workers every year, and over 200 of the employees have developmental disabilities. Evansville ARC Industries offers one-source solutions utilizing flexible, innovative and cost-effective manufacturing processes providing 'quick-to-market' alternatives for both low and high-volume operations. If you have a proprietary product or you know of value-add solutions that Evansville ARC Industries can provide, we want your ideas. Please refer to all the information at <http://business.usi.edu/ideation.asp> to help guide your creative ideas. This year, the top three ideas will be awarded \$500, \$300, and \$200 respectively and the first 100 idea submissions will receive a 1GB flash drive.

To enter the competition:

Just e-mail, no more than one page, your idea(s) including as much specific detail as possible to ideationcompetition@mail.usi.edu. You may submit more than one idea, but please only include one idea per e-mail submission. Please utilize the following format:

- Attach a word document to the e-mail address
- Document should be in Times New Roman style, 12-point font
- Include your name, contact information, grade level, and USI major/area of study
- Please describe your idea in as much detail as possible and how this idea will help resolve the current concerns of Evansville ARC Industries. Obviously, the more detailed and precise you are describing your idea, the better the judges will be able to understand your intentions.

The ideation competition runs from **September 14, 2009 to October 19, 2009**. All **submissions must be received by 5:00p.m. CDT on October 19, 2009**. All ideas will be assessed and judged by a panel of business and entrepreneurial professionals from USI and representatives of Evansville ARC and Evansville ARC Industries. Winning ideas will be awarded based on their realistic feasibility and marketability potential. Winners will be announced Friday, October 23, 2009.

GOOD LUCK!!!



NOTICE: All submissions to this contest, and the intellectual property rights thereto, become the sole property of the University of Southern Indiana, hereinafter "USI," and Evansville ARC, Inc. and Evansville ARC Industries, hereinafter "ARC," immediately when received. At the sole discretion of USI and ARC, USI and ARC may choose to enter into discussions with a person or persons who have submitted submissions on other matters, but this would be totally separate to any property and other rights gained by USI and ARC from this contest. There is no guarantee to any person submitting of any prize, reward, remuneration, or any other recognition or benefit.