Applications now open for 2017 Tulane Business Model Competition

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The Tulane Business Model Competition awards more than $40,000 in cash and prizes to startup ventures led by college entrepreneurs.

College entrepreneurs are invited to enter the 17th annual Tulane Business Model Competition for a chance to win more than $40,000 in cash and prizes for promising

startup ventures.

The contest, which is hosted by the Lepage Center for Entrepreneurship and Innovation, seeks early-stage ventures that demonstrate a market-tested ability to adapt to customers' needs. It is open to any team led by at least two or more students enrolled in a college or university. To enter, teams must submit a company description and other details by 11:59 p.m., Jan. 27 at https://tulane2017.startupcompete.co/.

"The Tulane Business Model Competition is a way for Tulane University to recognize and foster high-potential ventures that have demonstrated the ability to test their assumptions in the field and then pivot based on that market feedback," said Sherif Ebrahim, professor, Strategy and Innovation.

Tulane will select six semi-finalists who will get to pitch, receive mentoring, and network with a variety of lean startup experts on Thursday, March 23, at Freeman Fusion 2017, during New Orleans Entrepreneur Week. The three finalists selected by judges will then present their business models at Tulane University on Thursday, April 20.

The Tulane Business Model Competition (TBMC) emphasizes the importance of validating a business model through field research. The contest rewards ventures for breaking down an idea into a key business model hypotheses; testing their assumptions with customers; applying Customer Development / Lean Startup principles to make sure they refine the model for improved success; and changing until they have a customer-validated business model.

For more information, visit http://freeman.tulane.edu/competition or contact Stephanie Kleehammer at 504-865-5462 or skleeham@tulane.edu.