

2009 KEM KREST ENTREPRENEURSHIP COMPETITION

- The Kem Krest Entrepreneurship Competition recognizes the best entrepreneurial projects undertaken by students at Indiana University South Bend.
- The competition will also put aspiring entrepreneurs in touch with experts and sources of capital that may help further develop projects.
- There will be separate prizes for graduate and undergraduate projects. Usually, there will be \$3,000 in prize money—\$1,500 at each of the graduate and undergraduate levels.
- Typically, prize money will be split between three projects at each of the graduate and undergraduate levels. However, the overall division of prize money will depend on the merits of projects submitted.
- Examples of projects that will be considered include business plans, feasibility studies, and marketing plans. Other projects that help prospective or existing entrepreneurial businesses will also be considered.
- Examples of projects from last year's submissions are available. Email mfox1@iusb.edu for details.

Eligibility

- Projects may have been undertaken for business concepts that students themselves are developing, or for local businesses that students have acted as consultants to.
- Projects may have been undertaken by an individual student, or by a group of students.
- Projects should be original work undertaken by any student at Indiana University South Bend.
- If your project was undertaken for a client, you should have the permission of the client before you submit your project for consideration. You should also include the client's e-mail and phone number on the front page of your project. As part of the evaluation of the merits of your project, any client(s) for whom your project was undertaken will be contacted by those who judge submissions.
- By making a submission to the Kem Krest Entrepreneurship Competition you are consenting to having the project's merits evaluated by professors at Indiana University South Bend, and by any professionals that these professors seek advice from.
- You should submit your project (in electronic form) to mfox1@iusb.edu by December 21, 2009.

Evaluation criteria

Key considerations for evaluating projects include:

- Are the recommendations of the project realistic and (on the face of it) achievable?
- Does the project make use of relevant information (e.g., rather than just looking at secondary sources, make use of information from customers, suppliers, employees, or others who are relevant when considering the scope of the project?)
- Is the project well-structured, focused, logical to read, and compelling? Related to this is the issue of whether the project is internally consistent (e.g., do the financials follow on logically from information that may have been gathered from market research—or are different sets of figures used with no explanation?)
- Are assumptions on which the recommendations of the project are based: (a) articulated, and (b) realistic?
- Does the project have depth, i.e., make valuable insights, into the issues at hand?

About the Entrepreneurship Competition sponsor, Kem Krest

There are no problems, only solutions. At Kem Krest we understand that companies need flexible, industry-specific solutions to supply chain challenges. Our mission is to provide integrated logistics solutions to clients in time sensitive, service-critical businesses. The largest corporations in the world, GM and Ford to name a few, trust Kem Krest with the responsibility of managing inventory and distribution. Our goal is to maximize the speed of product to our clients' customers. Kem Krest helps companies plan their business strategies, improve their customer service, accelerate their order cycle times, and tighten control of their supply chain.

Kem Krest believes that entrepreneurs are visionaries and creators. We're born with that quality and it defines our lives as we respond to what we see, hear, feel, and experience. If it is developed, nurtured, and given space it flourishes and so, we sponsor this competition to help you grow in your entrepreneurship.

Kem Krest is located in Elkhart, Indiana.

Kem Krest wishes each of you the best of luck in your business endeavors!

For more information about the Competition

Please contact Dr. Mark Fox at mfox1@iusb.edu