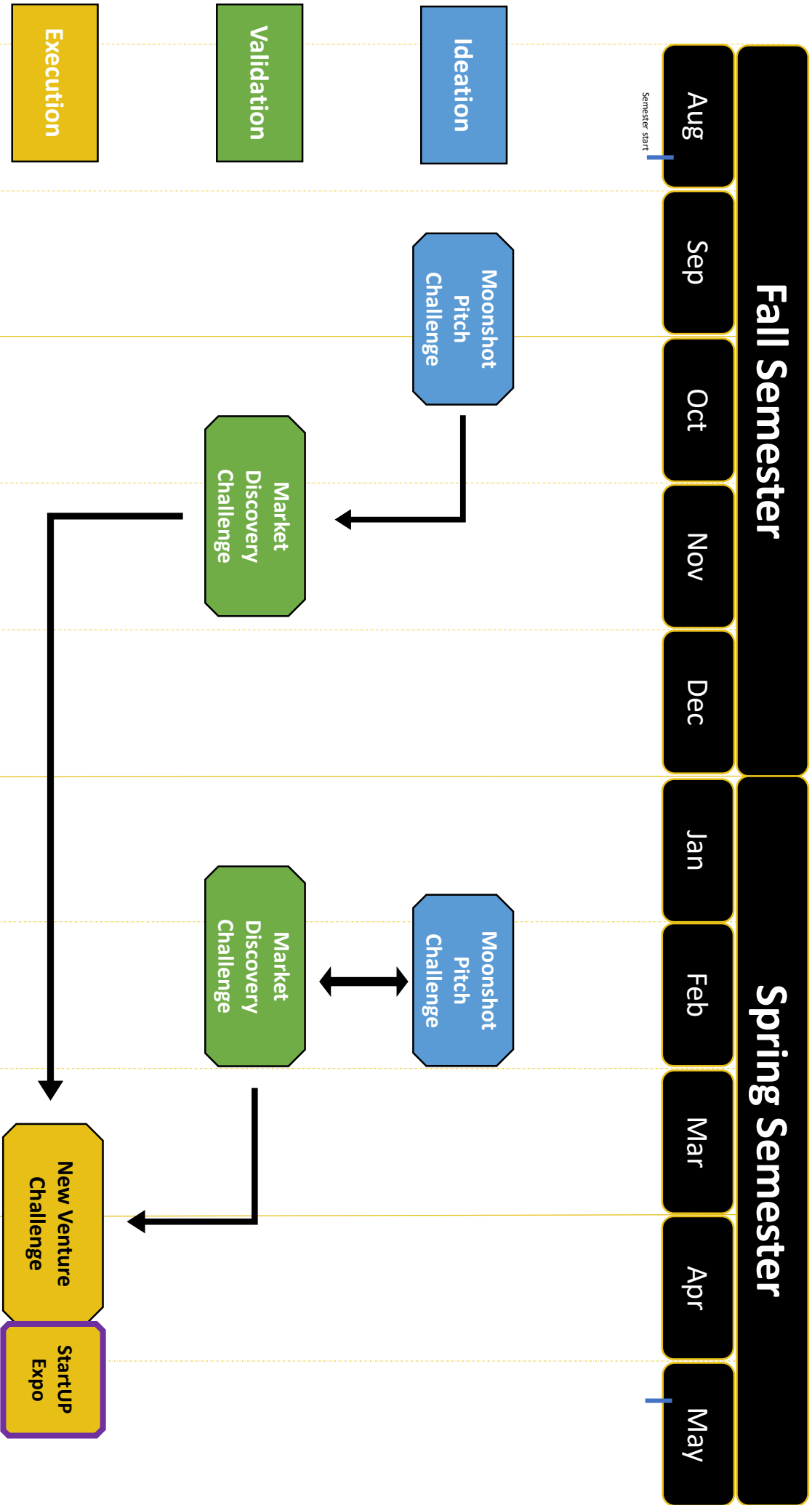


Purdue Entrepreneurial Challenges

22-23 AY Calendar



If you have any questions, please reach out to our center's undergraduate program coordinator, Vanessa Santana, at vsantana@purdue.edu

Fall Semester '22

Moonshot Pitch Challenge

An ideation-focused pitch challenge which asks students to think big —beyond the classroom— and pitch an idea that solves a real-world problem in 2 minutes or less!

In order to participate, teams will need to create a video describing their idea in 2 minutes (firm limit) or less. The video submission should describe the problem the team is solving, for whom they are solving the problem (the target customer market), and how their idea solves that problem. The video can be a presentation, voiceover, or recorded pitch. Teams do not need to have every technical aspect of the product/technology figured out – nor do they need to have a business model fully developed.

The top 3 winners and 2 additional award winners will share a prize pool of \$5,500.

- **September 11th** at 12:00am EST, through **September 27th** at 11:59pm EST: Submission period.
No late submissions will be accepted.
- **October 4th**: Top ten finalists are notified
- **October 13th**: Live, in person finals in MRGN from 5-7pm

Market Discovery Challenge

A five workshop series focused on the customer discovery journey. The main idea is to stress the importance of product-market fit and verifying team assumptions by having entrepreneurs get out and talk to customers!

The market discovery challenge is open to any active (part time or full time) Purdue undergraduate or graduate student from any college/department. In order to participate, teams will need to have an idea for a product or start-up. Any idea is welcome! Prior participation in the Moonshot Pitch Challenge is not required.

- **October 25**: Workshop 1 in MRGN from 5:30 - 7pm
- **November 1**: Workshop 2 in MRGN from 5:30 - 7pm
- **November 8**: Workshop 3 in MRGN from 5:30 - 7pm
- **November 15**: Workshop 4 in MRGN from 5:30 - 7pm
- **November 22**: Workshop 5 in MRGN from 5:30 - 7pm
- **November 29**: Optional Pitch Session in MRGN from 5:30 - 7pm



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for Entrepreneurship**