

## **Tulane business model contest seeks innovators**

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Representatives from Uchooze Lunchbox, a startup based at the University of Arkansas, compete in the final round of last year's Tulane Business Model Competition. The contest will award more than \$40,000 in cash and prizes for promising startup ventures. Photo by Cheryl Gerber.

Student entrepreneurs are invited to enter the 19th annual Tulane Business Model Competition for a chance to win more than \$40,000 in cash and prizes for promising startup ventures.

Hosted by [\*\*the Albert Lepage Center for Entrepreneurship and Innovation\*\*](#) at Tulane University's A. B. Freeman School of Business, the competition seeks early-stage ventures that demonstrate a market-tested ability to adapt to customers'

needs. It is open to ventures led by one or more students enrolled in any college or university.

To enter, teams must submit an application and all supporting documents by 11:59 p.m. on Jan. 25, 2019. The application is available online at <https://lepage.startuptree.co/discover/competitions>.

“We’re pleased to bring the Tulane Business Model Competition back for its 19th year,” said Rob Lalka, executive director of the Lepage Center. “This is our premier annual event to identify, promote and support new companies. Every year I’m amazed at the talented student entrepreneurs who travel to New Orleans to hone their business models, and I look forward to meeting this year’s applicants.”

In February, judges will select six ventures to compete in the competition’s semi-final round, which will take place the week of March 25 as part of [New Orleans Entrepreneur Week](#). Judges will then choose three finalists to pitch their business models in a live competition on Monday, April 8, to determine this year’s first, second and third place prize winners.

The Tulane Business Model Competition 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 pivoting until they have a customer-validated business model.

For more information and to see the complete rules, visit <http://lepage.tulane.edu>

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