

Promoting Socially and Environmentally Responsible Value Enhancement

What is the “Ideas to Serve” Competition?

I2S is a competition for Georgia Tech students and recent alumni who have *early stage product or service ideas aimed at creating a better world*. I2S is primarily a competition of ideas, where creativity, imagination, and technology are applied to the solving some of today’s most challenging social and environmental problems.

Ideas for the competition might focus on alleviating *hunger in the developing world*, promoting *health and wellness*, improving *air and water quality*, or developing *alternate sources of energy*, just to name a few.



How Does it Help Young Social Entrepreneurs?

The program *incubates and rewards* ideas that have potential to solve major social or environmental problems. Specifically, I2S:

- **Conducts a pre-competition “Bootcamp”** to help students refine ideas, create feasible business models, and develop greater understanding of financing options;
- **Recruits entrepreneurs and others from the Atlanta community** to serve as judges and mentors to student teams;
- **Awards monetary prizes** to help high-potential projects move from idea stage to implementation. (For the 2014 competition, over \$20,000 in prizes will be awarded.)



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How Does it Work?

Each student team submits a 1-minute video, pitching their idea and a short Executive Summary. All teams then attend a “Poster Showcase” where finalists compete for the top monetary prizes, a “Pitch Off” competition is held, and “Peoples’ Choice” awards are given.

2014 Competition Schedule

January 28 6:00 pm	Competition Kick-Off: Information Session, Competition Q&A, Food, and Networking Location: Scheller College of Business, Room 102
March 3 9:00 pm	Mentor Request Deadline: Submit Mentor Request Form by this date to be matched with a mentor. <i>*Not required, but highly recommended!</i>
March 25 9:00 pm	Intent to Compete Form/ 1 Paragraph Project Summary Due: Submit “Intent to Compete” form with project summary by this deadline.
March 28 1:00-5:00 pm	“Getting Ready for the Competition Bootcamp” <i>*Not required, but highly recommended!</i> Location: TBD Lunch provided
April 2 9:00 pm	Final Deadline: Submit Executive Summaries and Video Pitches by this date.
April 17 6:00-9:00pm*	The Poster Showcase Judges will circulate among finalists to determine the prize winners; a “pitch off” will be held, and a “peoples’ choice” award will be given. <i>Note: ALL teams are invited to the Poster Showcase</i> <i>*Participant's check-in starts at 4:00 pm</i> Location: TBD

Learn more:

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