



EEC

PRESENTS:

ideaLabs 2022



April 7, 2022
4 - 7 pm

SmartShape Design
1240 Rockwell Ave. Suite 3A
Cleveland, OH 44114



www.eecohio.org



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Welcome to ideaLabs 2022!

The Entrepreneurship Education Consortium (EEC) welcomes all participants, judges, and guests to [ideaLabs 2022](#)!

The EEC is a consortium of 11 public and private colleges and universities committed to providing practical, experiential, and theoretical entrepreneurship education to college students of all disciplines. Beyond imparting the necessary classroom fundamentals, the EEC encourages student exploration of new, innovative ideas in their quest to either create new enterprises or become entrepreneurs within existing organizations.

ideaLabs is an idea competition where students compete for recognition as the regional champion. The purpose of ideaLabs is to encourage all students, from all disciplines, to think about new venture ideas, apply the feasibility study methodology and answer several key questions including: What is the problem and solution? What is the value proposition of your solution?

Is there a market? What resources are necessary?

Each EEC member school held their own campus competition to determine students or teams to represent them at ideaLabs.

Thank you to **Lake Erie College** for being the host school for ideaLabs 2022.

We also offer a big thanks to **SmartShape Design** for hosting the event in a most creative space and for also sponsoring ideaLabs 2022!

Best of luck to this year's participants!

~ The EEC Directors



2022 EEC Leadership

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EEC STAFF:

Reka Barabas, Chief Relationship Officer

Jake McGrinder, EEC ideaLabs Student-Intern

EEC Supporters Event Sponsor

The EEC wishes to thank The Burton D. Morgan Foundation and The Fred A. Lennon Charitable Trust for their encouragement to Northeast Ohio undergraduate students to explore and experience entrepreneurship and their generous financial support to ideaLabs 2022, without which this program would not be possible.

Any non-EEC school interested in more information about becoming a member of the EEC should contact:

Reka Barabas - EEC Chief Relationship Officer reka@eecohio.org



The Fred A. Lennon Charitable Trust

Event Sponsor

smartshape

Agenda

3:30pm

Check-in and set-up

4:00pm

Welcome & Guidelines

[Peter Apicella, LEC](#)

[Jenni Kinnaird, LEC Dean of Business](#)

[Mike Maczuzac, SmartShape](#)

4:10-5:00pm

Elevator Pitches

Walkaround & Snacks

5:00-5:10pm

Judge Deliberation #1

[Jackie Schmidt, JCU](#)

5:10-5:15pm

Final Presenters Announced

[Peter Apicella, LEC](#)

5:15-6:10pm

Final Presentations

6:10-6:25pm

Judge Deliberation #2

[Jackie Schmidt, JCU](#)

6:25-6:50pm

Feedback, Awards & Photos



Entrepreneurship
Education Consortium

ideaLabs 2022

Judges

Round 1 - Elevator Pitch (pre-recorded, virtual)

Aleksandra Brankov, Cafilia

Jody Herzog, Fleet Feet Sports Cleveland, EO Member

Karen Hilderbrand, Twin Sisters Digital Media, EO Member

Round 2 - Expo and Stage Pitch (live event)

Patrycia Ajdukiewicz, JumpStart

Augusto Torres, Venture for America Fellow at Progressive

Peter Whitworth, SmartShape Design

Final Decisions & Awards

- **All decisions are final.**
- Feedback from the judges can only be obtained by presenters at the end of the competition.
- Winners will be required to fill-out a W9 form to receive their awards.

ideaLabs 2022

Guidelines

Live Elevator Pitch (Walkaround)

- Ten semi-finalists businesses will have display tables for the first 40-45 minutes of the event.
- The judges (and guests) will walk around and listen to their elevator pitches. Judges will select five finalists.
- If selected to move on, each venture will have 6 minutes for their on-stage presentation followed by 2 minutes of judges Q&A.

Pitch Deck Final Presentations

- There will be a 2 minute transition time between contestants
- Order of presenters will be randomly determined following the Elevator Pitch round.
- An explanation of the timing process will be given.
- Finalists will receive feedback from the judges before the prizes are awarded.
- 5 Honorable Mention awards are announced.