

BLACK WEALTH SUMMIT™



THE SEASON OF ACCOUNTABILITY

October 27-29, 2022

Build a business plan, compete for cash prizes and kick-start your wealth journey.

The HBCU Business Case Competition encourages students to explore entrepreneurship, one of the most significant paths to real wealth creation. The competition is open to undergraduate and graduate students from any Historically Black College and University (HBCU). Student teams may compete for up to \$25K in total prizes.

The Business Case Competition is part of the Black Wealth Summit, which was created to offer every Black person access to the knowledge to build real generational wealth for their families and communities. The student competition promotes student entrepreneurship by showcasing student created, managed, and owned business ventures. The competition is sponsored by Raymond James and MiroVentures.

Awarding a total of \$25K in cash prizes:

- 1st Prize - \$12,000
- 2nd Prize - \$8,000
- 3rd Prize - \$5,000

To apply:

- There's no fee to enter
- Hurry! Submit your Intent to Participate by 10/1
- Enter your team's submission by 10/7

Past winners inspired our judges.

Past winners have solved problems and thought of our future by building innovative apps, making college more financially accessible, tackling education and more. You can see the 2021 winning business plan at:

BlackWealthSummit.com/hbcu-case-competition

The Black Wealth Summit is complimentary for students.

Thanks to our sponsors, virtual registration for the Black Wealth Summit is complimentary with advance registration on our website. This year, our workshops include sessions specifically designed for students, including:

- Tackling Student Loan Debt
- Building and Maintaining Good Credit
- Creating a Budget
- Increasing Your Income
- Investment Fundamentals
- Discover Financial Services Careers

Hear real-life success stories from our renowned keynote speakers:



DAYMOND JOHN
Founder/CEO of FUBU and
Star of ABC's Shark Tank



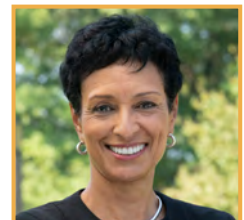
ANGELA YEE
Entrepreneur
and Radio Host



IYANLA VANZANT
Renowned Speaker,
Author and CEO



DAVID GARDNER
Co-Founder,
The Motley Fool



DR. AMINTA BREAU
President,
Bowie State University

See next page for entry instructions and requirements.

Enter the competition now at BlackWealthSummit.com/hbcu-case-competition

TO ENTER:

Participating teams must consist of two to four members and include a team leader. Teams should submit proposals and qualifying teams will present to our expert judges at the Black Wealth Summit. For complete submission and judging criteria, visit BlackWealthSummit.com/hbcu-case-competition.

Submission requirements:

(See Official Rules for details at blackwealthsummit.com/2022-hbcu-case-competition-official-rules)

Participating Teams should draft an original Business Case Study that consists of no more than 10 (ten) pages, excluding Cover Page. The Submission should include:

- An overview of the business, its mission and vision.
- What business problem does the product/service solve?
- Description of the product/service.
- Provide a market overview, including target customers.
- Description of the competitive environment and your competitive strategy.
- A Business Operating Model.
- Description of your management team.
- Financials: Share your detailed 5-year projected income statement.
- How much capital do you need?
- Summary of your case.
- Designation of Team Lead.
- Designation of School Sponsor.

Judging criteria:

- Quality of Idea (20%)
- Viability and Scalability of Model/Strategy (20%)
- Market Attractiveness and Exit Potential (20%)
- Investor Interest Level (20%)
- Quality of Written Work (10%)
- Financial Projections (10%)

Participation process:

1. Determine your eligibility
2. Form your team
3. Register with your intent to participate
4. Conceive and develop your business case idea
5. Submit your business case
6. Wait for the announcement of finalists
7. If selected, prepare your live (recorded) presentations
8. Submit your presentations for judging
9. Be a part of the Awards Presentation

THANKS TO OUR HBCU CASE COMPETITION SPONSORS

RAYMOND JAMES®

