Consumer Products Day

April 8th - 9th, 2016

Is your team ready?
Consumer Products Day is for you. This “Shark Tank-style” event features you, the entrepreneurs, and the “sharks”, company representatives who challenge you to come up with a “Why didn’t I think of that?” business idea and use of their products.

Friday, April 8th, 2016
12 - 1 p.m. Introduction of Event - Fisher 135
1 - 3 p.m. Event Kickoff, Product Review & Company Info - East Reading Room - VanPelt & Opie Library
3 - 5 p.m. Team Registration & Product pick-up & Register for your Semi-Final Presentation time. - East Reading Room - VanPelt & Opie Library - ATTENDANCE MANDATORY BY AT LEAST ONE TEAM MEMBER.

Saturday, April 9th, 2016
1 - 4 p.m. Show up at your designated time to Pitch your idea to company representatives - Fisher Hall. (two teams from each company will advance to the finals)
6 - 8 p.m. :Top 8 teams pitch their idea to a panel of judges Winning teams are chosen.
Friday, April 8th

**Introduction & Registration**

12-1 p.m. **Introduction of event - Fisher 135**
Get the full scoop on how the event works, learn the rules of the game and hear about the products you will be using. If you don't already have a team, this is a great time to pair up with others.

1-3 p.m. **Event Kickoff, Product Review and Company Info - East Reading Room in the VanPelt & Opie Library**
Companies will display their products for review. This is the time to research each company and have the opportunity to see the products you will be using. Products will be limited, so visit more than one company and be prepared to pick a back-up products in case you don’t get your first choice. Safety Data Sheets will be provided.

3 p.m.-5 p.m. **Team Registration, Product Pick-up and Schedule your Presentation Time - East Reading Room-VanPelt & Opie Library**
Register your team name, pick up your product and pick a time slot for your Saturday semi-final presentation to company reps. Mandatory attendance is required by at least one team member to register your team.

5:00 p.m.
Students get to work! Our staff and volunteers will be busy getting the logistics ready for Saturday’s finale.

Saturday, April 9th

**Pitch for a Prize**

1-4 p.m. **Pitch your idea to company representatives - Fisher Hall**
Show up in Fisher Hall at your designated presentation time, (rooms assignments by company - Fisher 125,127,131,132). Please arrive 5 minutes early! Teams will get 7 minutes to pitch their idea to the company whose product you will be using. There will be 3 additional minutes for Q&A. Each company can advance 2 teams who used their product to the finals. Companies will reveal their finalists at 4 p.m. and you will be sent an email (and text message to team captain) to let you know if your team has advanced to the final round.

5 - 8 p.m. **THE FINALE - FISHER 135**
The final teams will be called up to present by random pick out of a hat. Each team has 10 minutes to pitch their idea to the panel of judges followed by 5 minutes of Q&A. After all teams have presented, the top three winning teams will be chosen.

### Prize Awards*
- 1st place team $3,300
- 2nd place team $2,400
- 3rd place team $1,600

* Checks will distributed to each winning team member within 7-10 business days following the event. If an individual person receives greater that $600 in prize money, the money is taxable income and a 1099 will be issued to the recipient.

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**Rules to Follow and Things You Need to Know**

- **Safety is the number one priority. Read your Safety Data sheets!**
- **You've got about 20 hours to come up with your pitch. At the start of your planning and also at the end before your final pitch, we ask that you send two short videos (1-5 minutes in length, unedited), to a Google Shared Drive. This will help us "tell the story" for future Consumer Product Days. See video info sheet.**
- **Be creative in your presentation. You can use any means of media or software to enhance your presentation as long we can access your presentations via your Google Drive or brought to us on a USB. We will not allow personal computers to be hooked up to show any presentations. Show up prepared with your presentation easily accessible in Fisher Hall.**
- **There is no limit to what you can use in your product box or adding additional outside material to your product idea, as long as it doesn't affect the safety of anyone or any property.**

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**Companies Participating**

- Kimberly-Clark
- Dow
- Amway
- 3M

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**FAQ's**

- **EVEN IF YOU ARE NOT PARTICIPATING OR YOUR TEAM DIDN'T MAKE THE FINAL CUT, PLEASE JOIN US TO WATCH THE FINALE ON SATURDAY! FREE SNACKS TO ALL IN ATTENDANCE!**