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UTAH ENTREPRENEUR CHALLENGE MEDIA RELEASE

Utah Entrepreneur Challenge Kicks Off

2008-09 competition

September 9, 2008 – The Utah Entrepreneur Challenge (UEC) is kicking off its 2008-2009 competition on September 18, 2008 at the University of Utah’s Officer’s Club. This event is the first of many educational forums offered to guide young entrepreneurs along the intense and rewarding process of starting their own businesses. The UEC is a statewide business plan competition, administered by University of Utah students, that awards \$40,000 in startup funding to the winning team.

“The kick-off is one of the most important events we have planned for the year,” says Sam Clark, UEC Chair. “This is our way to get to know the potential participants and inspire them as they begin the process of forming their companies and writing business plans.”

This year’s kick-off will feature guest speaker Hanko Kiessner, founder and CEO of Packsize Corporation. Headquartered in Salt Lake City, Packsize Corporation specializes in creating on-demand packaging solutions for businesses in North America and Europe. Kiessner was recently awarded the Ernst & Young Entrepreneur Award in the category of Manufacturing and Distribution. As a seasoned entrepreneur, Kiessner will speak about his experiences in starting Packsize Corporation.

Over the course of seven months, participants of The Challenge develop, improve and refine their business plans for the final submission. Educational forums featuring experts in their field will speak on topics such as marketing, accounting, intellectual property and business plans to help students accelerate their ideas to reality.

The 2007-2008 competition winners included first place winner AmWell from the University of Utah. Runners-up, University of Utah team, EnergyTap, and Brigham Young University team, Klymit, were also awarded prize money to help in the startup of their businesses.

The Utah Entrepreneur Challenge Kick-Off

The kick-off will take place September 18th at 6:30 PM at the Officer's Club at the University of Utah. All aspiring student entrepreneurs are invited to attend; the event is also open to the public.

The Utah Entrepreneur Challenge

The Utah Entrepreneur Challenge is a business plan competition for collegiate, university and graduate students throughout the State of Utah. Administered by University of Utah students, the competition provides aspiring entrepreneurs with educational forums, mentors and other resources to prepare them for the competition and aid them in the creation and implementation of their business plans. The winners of the competition are awarded over \$100,000 in cash and in-kind services to help them realize their business plans. For more information on the Utah Entrepreneur Challenge, please visit www.uec.utah.edu.

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