



THIS IS NOT YOUR TYPICAL CASE COMPETITION.

The IDEAcorps MBA Consulting Challenge gives MBA students the opportunity to work with a real startup to solve a problem the founding entrepreneur is facing. Teams work intensively over four days to scope the problem, validate a solution, and give the entrepreneur a plan that can have real-world results and impact. In a culminating event, teams are judged by a panel of local business leaders on how far they have “moved the needle” for the founder and company.

TEST-DRIVE ENTREPRENEURSHIP FOR FOUR DAYS

- SCOPE**
Teams identify a problem the startup's founding entrepreneur is facing.
- VALIDATE**
Teams propose a solution, then test it, collect data, and iterate on the solution.
- IMPLEMENT**
Teams create an implementation plan that the entrepreneur can use immediately.
- WIN**
Teams are judged by a panel of business leaders on how far they have “moved the needle” for the company in four days.

LOYOLA
UNIVERSITY
NEW ORLEANS

CENTER FOR ENTREPRENEURSHIP
AND COMMUNITY DEVELOPMENT

“IDEAcorps provided an unrivaled opportunity to work firsthand with real entrepreneurs. So many case studies we review in our schooling are hypothetical or focused on past events; however, this competition gave me the opportunity to really dig in deep with a real business problem in real time.”

SARAH GARDNER
2016 LSU IDEACORPS TEAM MEMBER

“IDEAcorps was the most fun, most difficult, most rewarding experience of my MBA experience so far.”

ISAAC TIPTON
2017 UVA DARDEN TEAM MEMBER

MARCH 15-19, 2018 • NEW ORLEANS, LA
BIT.LY/IDEACORPSCHALLENGE

WHY IDEACORPS?

“ALL GREAT JOURNEYS START WITH A FIRST STEP.” MBA students have a unique skill set, experience, and trajectory, but lack real-world outlets to implement new skills. IDEAcrops gives students the exclusive chance to test their skills in entrepreneurship from a first-hand perspective, have a long-term impact for a local startup founder, and potentially launch their careers in entrepreneurship.

“Working with actual startups that are well on their way was an amazing experience.”

RYANN WILLIAMS, 2017 UVA DARDEN TEAM LEADER

“The whole experience was exhilarating. This is the most I have personally learnt in a span of 72 hrs.”

RAHUL GOPAL, 2017 MSU TEAM LEADER

“[I liked] getting a real taste of what it's like to be in a startup, including dealing with all of the unknowns.”

JON VINCENT, 2017 ALABAMA TEAM MEMBER

RECENT IDEACORPS TEAMS



TEAM LEADERS: APPLY NOW

[BIT.LY/IDEACORPSCHALLENGE](http://bit.ly/ideacorpchallenge)

APPLY BY OCTOBER 6, 2016. IDEAcrops team leaders are responsible for recruiting their IDEAcrops team (up to 6 members). The ideal team draws together members from diverse backgrounds and skill sets for the greatest competitive advantage. A faculty advisor is recommended for each team.

Teams will be asked to provide a consulting profile with a general description of their ideal type of founding entrepreneur and/or company with which they prefer to work, as well as a preferred scope of services that the entrepreneur/company needs.

FOR MORE INFORMATION, email Felipe Massa, Ph.D., at fgmassa@loyno.edu (Loyola Center for Entrepreneurship and Community Development).