CREATIVE IDEAS
ABOUND
THE INSTITUTE FOR MUSIC LEADERSHIP

EASTMAN
NEW VENTURE
CHALLENGE

QUESTIONS?
The Institute for Music Leadership Staff is here to help you!
Feel free to contact us at:

Email
entrepreneurship@esm.rochester.edu

Phone
(585) 274-1113

Web:
www.esmNewVenture.com

Address
26 Gibbs Street
Rochester, NY 14604

Encouraging New Thinking and Innovative Ideas in Music
THE EASTMAN NEW VENTURE CHALLENGE

The Eastman New Venture Challenge is a contest to encourage new thinking and innovative ideas in music. It gives students the opportunity to develop a project proposal that could result in the launch of a new entrepreneurial initiative.

Entries may be from individuals or teams of up to four students. Entrants must create and present a project proposal that demonstrates creativity and potential for success. The proposals will be evaluated in a preliminary round by a panel of judges. Two to four student entries will be invited to participate in the final round where each enterprise will be evaluated on both the written proposal and an oral presentation. Successful entrants will have demonstrated creativity, innovation, uniqueness, and added value to the music field. Workshops and team consultations are available to students through the Institute for Music Leadership.

AWARDS

First prize: $2,000*; Second prize: $500*
Seed money for development of student ventures along with advisory support from Eastman’s Institute for Music Leadership.

*Prize money may be taxable. Entrants should consult their tax advisor. Prize money will be rewarded as reimbursement for project expenses. Original receipts and an invoice are required.

EXAMPLES OF POTENTIAL VENTURES

- New Product Prototype
- Single Event/Series of Events
- Improvement on an Existing Service/Product
- Launching a Music-related Company or Non-Profit Organization

ELIGIBILITY

- The contest is open to all students who are enrolled full-time at the University of Rochester and are in good academic standing.
- Entries can be by individuals or teams of up to four members.
- Project Proposals must be original work.

JUDGING

- Judges will be selected from experts in the field.
- The Eastman New Venture Challenge reserves the right not to select a winner.
- Several second prizes may be awarded.
- Entrants are encouraged to seek advice from Eastman faculty and staff.

Do you have an idea that you would love to turn into reality, but need seed funding?

The Eastman New Venture Challenge can help students succeed with an idea, no matter how large or small! And, the Institute for Music Leadership staff is happy to discuss ideas and help students develop their project throughout all phases of the contest. Share an idea with us and we will help make your proposal the best it can be!

What is Entrepreneurship in Music?

The Ewing Marion Kauffman Foundation grant to the University of Rochester began a dialogue among the Schools within the University that resulted in a much broader definition of entrepreneurship than is usually found in business. “Generating and transforming ideas into enterprises that create value” is a description that encompasses all areas of study and is the definition in use at the Eastman School.

For complete information and dates of the competition, please visit:
www.esmNewVenture.com