

iStart is the go-to site for organizations conducting business competitions. Using this fully customizable white-label platform, organizations anywhere in the world can run any type of business competition, exactly as they want to run it. Hundreds of organizations have used iStart for competitions in more than 125 countries and in all 50 U.S. states.

THE BENEFITS OF COMPETITIONS:

Business competitions provide students and entrepreneurs:

- **EXPERIENTIAL LEARNING**—written plans, financial projections, live pitches, teamwork, understanding audiences, market positioning, market analysis
- **NETWORKS**—relationship-building with team members, administrators, judges, and mentors
- **VISIBILITY** to a mass audience for driving entrepreneurial activity toward a given topic
- **CONNECTIONS** to private industry, key decision makers, and prestigious alumni with the host organization
- **PR OPPORTUNITIES**—exposing students and entrepreneurs to a broader audience

With iStart, your organization:



Has a simple conduit for providing entrepreneurial education, leadership, and growth opportunities for scalable business ideas;



Accesses a low-barrier, cost-effective testing ground for ideas targeted to new fields or industry sectors;



Expands its network of aspiring and established entrepreneurs;



Gets the spotlight, amplifying awareness in the broad entrepreneurial ecosystem; and

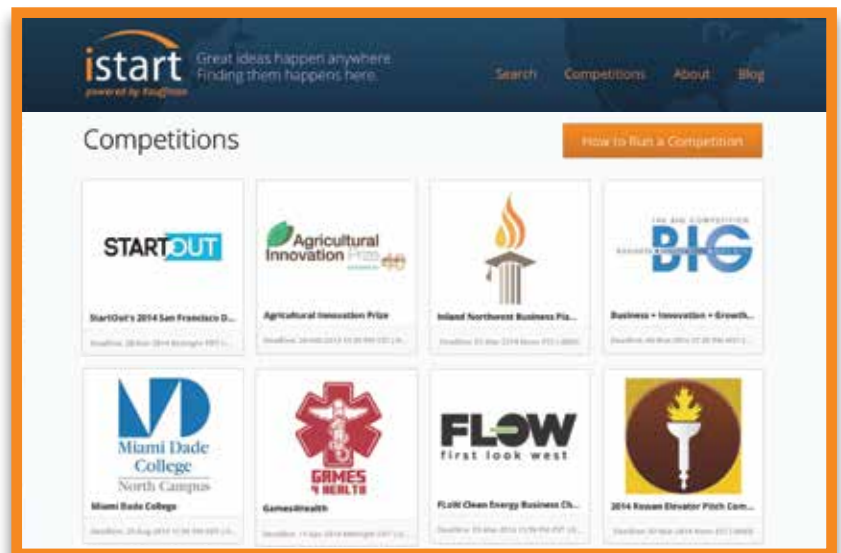


Stays on the leading edge of innovating thinking.

Business competitions come in all shapes and sizes.

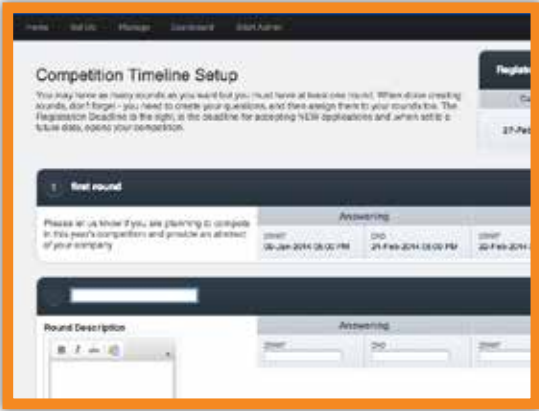
Competitions can be industry-specific or cover multiple industries. Never held a business competition before? iStart supports all competition types:

- Business plans
- Startup ideas
- Pitches
- Business models
- Problem/solution



iStart's Winning Features

TAKIN' CARE OF BUSINESS. iStart is open to all organizations—for-profit or non-profit, local or global. No matter how simple or how elaborate your business competition, iStart makes the process easy. With iStart, everyone wins.



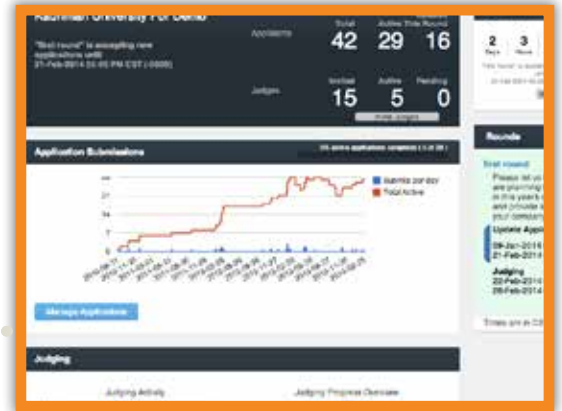
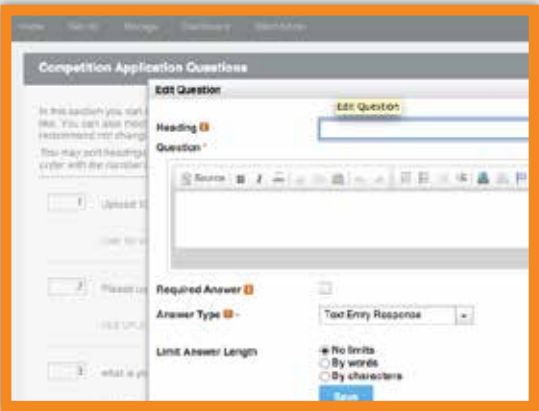
CUSTOMIZABLE WHITE-LABEL PLATFORM

- Your timeline
- Your questions
- Your judges
- Your criteria
- Your look-and-feel



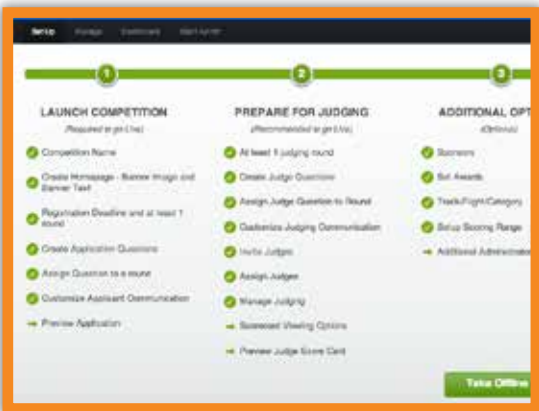
ONLINE JUDGING CAPABILITIES

- Easy access for judges anywhere in the world
- All applications in one place
- Automatic communications with all judges at once



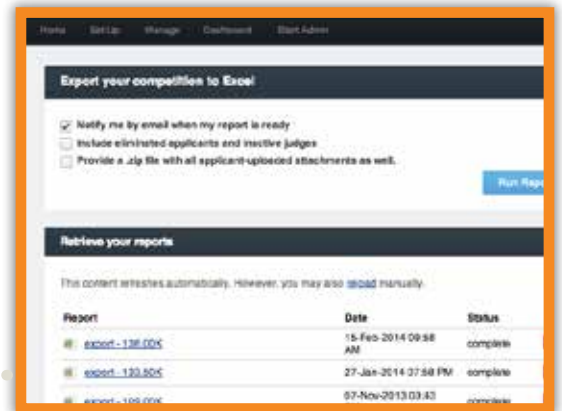
DEDICATED, RESPONSIVE SUPPORT

- One-on-one training
- Development support and technical assistance
- Front-line support



COMPREHENSIVE ADMINISTRATION

- Setup in minutes
- Efficiencies that save you hours of work
- Customized reports



Great ideas happen anywhere. Finding them happens here.
For more information, visit iStart.org. Follow us on Twitter at [@iStart.org](https://twitter.com/iStart.org).

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