Economic Inclusion Conference At Coppin

About the Event

Economic Inclusion: Entrepreneurial Progress through Meaningful Participation

The morning Plenary and Workshops will provide students, faculty, community members, and small businesses with valuable information related to starting a business, banking, financial management, and small business access.

Concurrent Sessions will be hosted in Talon Center on Coppin State’s Campus, Rooms 210, 218 A and 218 B.

Registration information can be found at http://events.coppin.edu/EconomicInclusionConference/.

What is Economic Inclusion?
Economic inclusion is a term used to describe a variety of public and private efforts aimed at bringing underserved consumers into the financial mainstream. In the U.S., there are a number of partnerships and initiatives focused not only on expanding the availability of safe, affordable financial products and services, but also on education consumers about ways to become fully integrated into the banking system.

Workshops

Gained useful information on starting your business, small business access, operations management, financial management, intellectual property and technology transfer procedures, and more...

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A Framework for Meaningful Participation and Progress

Panelist will engage in a meaningful conversation around issues that impact the region and its economic development using the white paper as a framework for guiding the discussion.

What is ingepreneurship?

Strategic ingepreneurship integrates entrepreneurship and ingepreneurship through a process of educational and practical experiences. The experiences utilize a collaborative process of “playful ingenuity” (Hewing, 2013). This type of free-wielding, collaborative engagement is integrated into each stage in the entrepreneurial process in order to encourage exploration of a broad range of options for providing products and services to consumers. The process turns playful ingenuity into purposeful practices for entrepreneurial profit. Ingepreneurial socialization and acculturation is one of the objectives of strategic ingepreneurship.

White Paper

Strategic "Ingepreneurship": Facilitating Urban Economic Growth and Socioeconomic Advancement
What goes into “The Pitch?”

The student or student teams must develop and deliver an effective, professional business pitch for an innovative and marketable business concept that is both technically and economically feasible and profitable. The business pitch will be a 7-minute creative, compelling, and concise summary of a proposed product or service. A PowerPoint presentation, product/service demonstration, and other relevant presentation materials are highly encouraged.

What do I need to do to get ready?

During the preliminary round, teams are expected to submit an executive business plan summary. This 3-5 page packet will include the following information:

⇒ Business idea and model
⇒ Market opportunity
⇒ Management and operations
⇒ Implementation plans and assumptions
⇒ Financial requirements and projections
⇒ Investment Proposal

Innovation Competition Showcase

The Coppin State University Business Plan Competition, hosted by the College of Business, provides an opportunity for students to develop their ideas or innovative technology and develop a business plan based around it. Starting with a concept, students analyze their potential market, build an understanding of who their products and services are best suited, communicate competitive advantage, craft an effective market entry strategy, and present their plans to industry professionals and investors. This campus-wide event, held on the West Baltimore campus, draws teams from all divisions of the university.

All qualifying entries will be presented to a panel of judges in a preliminary round. The top 4 candidates will be invited to pitch their business concept during the 2016 CSU CoB Economic Inclusion event on April 27, 2016.

How will “The Pitch” be judged?

Innovation- Is this a new idea with potential for impact?

Clarity- Is the presentation concise, to the point, and organized

Comprehensiveness- Does the presenter cover all the bases; demonstrating knowledge of the market and how the business will operate?

Feasibility- Is this proposed venture realistic to implement?

Professionalism & “wow” factor- Was the delivery polished and did it knock the judges’ socks off?

Bonus Points- Create an online presence for your venture and build some social media
Get Involved

Become a CoB Friend
Become a Judge or Mentor
Facilitate A EICAC Workshop
Participate in the Innovation Showcase
Register for the Event
Serve as a Panelist

Contact Us

Give us a call for more information about the EICAC and Innovation Showcase!

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Visit us on the web at http://events.coppin.edu/
EconomicInclusionConference

CSU College of Business provides quality business education, inspires learners, and launches business careers as a path to lifelong success.