

Blueprint Social Business Challenge

Overview

Mississippi Public Universities are solving Mississippi's most pressing problems and advancing the state together. Through research, teaching and service, universities help tackle health issues, improve education and assist those who are economically disadvantaged, unemployed or underemployed.

There is much work to be done. Knowing that our students possess the creativity and ingenuity necessary to find unique solutions to these problems, Mississippi Public Universities have developed the Blueprint Social Business Challenge.

We are inviting teams of students to put their heads together and come up with a creative solution and develop a business plan to address one of Mississippi's most pressing problems. Open to any public university students, the challenge requires students to work in teams of six with at least one faculty adviser.

We are asking students to focus their efforts in support of one of the nine goals identified by *Blueprint Mississippi*.

In 2012, *Blueprint Mississippi*, an independent cooperative of organizations and leaders conducted an objective review of Mississippi's economic opportunities and recommended actions for putting Mississippi in the place of greatest opportunity. The resulting plan identified nine goals to enable a more prosperous, vibrant, and resilient Mississippi, built upon a foundation of economic opportunity for all its citizens.

3	Components of Competition: <ul style="list-style-type: none"> • Written Plan • Table Display • Presentation
6	Maximum number of team members per team
1	Minimum number of faculty advisors
1+	Number of business, alumni advisors allowed
5	Number of judges at each university and the state competition
7	Elements of written plan: <ul style="list-style-type: none"> • Executive Summary • Social Problem • Blueprint Goal • Business Solution • Market Analysis • Financial Analysis • Social Impact
1	Winner at each campus and state competition
1	Runner-up at each campus and state competition

Blueprint Goals

1. Increase the Educational Achievement of Mississippians
2. Cultivate a More Robust Workforce in Mississippi
3. Strengthen and Expand Mississippi's Economy
4. Promote Health Care as an Economic Driver
5. Support Mississippi's Creative Economy
6. Continually Develop the Infrastructure for a Competitive Economy
7. Increase Availability of Financial Capital
8. Cultivate Diversity, Community Cooperation and Racial Reconciliation
9. Improve Communication and Coordination Among Public, Private and Non-profit Leaders