

Date: 3 October 2014
To: Deans, Associate Deans, Heads and Directors
From: Vincent J. Del Casino Jr.
Vice Provost, Digital Learning and Student Engagement
Associate Vice President, Student Affairs and Enrollment Management
Justin Williams
Executive Director, Innovate UA
Re: 1000 Pitches – an Opportunity for all UA Students

As some of you know, Innovate UA (www.InnovateUA.org) launched this year! This program is fostering student-led innovation by encouraging students to speak openly about their ideas and then helps turn those ideas into something more.

As a way to build momentum for Innovate UA, we are kicking-off the school year with the **“1000 Pitches” Innovation and Entrepreneurship Challenge**. In the 1000 Pitches Challenge students submit short video pitches for innovative business ideas in any of nine categories. The categories include:

- Environment: Applies to ideas that contribute to a cleaner environment, sustainable resources, renewable energy, or global responsibility.
- Health: Applies to ideas pertaining to the healthcare industry, with emphasis on the fields of medicine and the life sciences.
- Consumer Products & Small Businesses: Applies to ideas that create a small business with the potential to grow including food, services, and consumer goods.
- U-Provements: Applies to ideas for tangible improvements to your college campus.
- Education: Ideas focused on improvements, products, programs, or services related to education. This includes K-12 and higher level education.
- Web & Software: Applies to products, services, or applications that run on either web or desktop software.
- Tech & Hardware: Applies to ideas for new hardware technology, including mobile and stationary hardware.
- Mobile Apps: Applies to ideas that focus on building applications for mobile devices such as iPhone, Android, etc.
- Research: Applies to ideas for new research opportunities that could be explored at your University

Students from all over campus will compete to win a \$1000 cash prize for each of the 9 categories, \$9,000 in prizes total.

How can your students get involved with 1000 Pitches?

- Visit www.innovateua.org/1000Pitches and submit your first pitch now!
- Join the Innovate UA team as an Innovation Champion. See below for the a list of the great programs coming very soon, we need your help!
- Integrate 1000 Pitches into your class or club by running an Innovation Challenge or awarding class credit to students for submitting a pitch. Many categories match department or class subjects well.
- Signup for the Innovate UA email list at www.innovateua.com/contact
- Follow on Innovate UA on Facebook at www.facebook.com/innovateua.

So, please encourage your students to Pitch in 1000 times!

